# PROMOTION OF TOURISM IN INDIA (A STUDY OF NATIONAL CAPITAL REGION AND ADJOINING AREAS)

# **ANOOP MITTAL**

# BUNDELKHAND UNIVERSITY JHANSI 2001

# PROMOTION OF TOURISM IN INDIA

( A STUDY OF NATIONAL CAPITAL REGION AND ADJOINING AREAS)

#### **ANOOP MITTAL**

Thesis submitted to the Faculty of Commerce and Management, Bundelkhand University, Jhansi for the degree of

DOCTOR OF PHILOSOPHY IN MANAGEMENT



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# **CERTIFICATE**

This is to certify that that the work incorporated in the thesis entitled PROMOTION OF TOURISM IN INDIA

( A STUDY OF NATIONAL CAPITAL REGION AND ADJOINING AREAS) by MR ANOOP MITTAL and submitted in fulfillment of the requirement for the award of the degree of DOCTOR OF PHILOSOPHY in MANAGEMENT of the Bundelkhand University, Jhansi was done under my guidance and supervision and that no part of the thesis has been submitted for any other degree or diploma.

The assistance and help received during the course of these investigations have been duly acknowledged by him.

(PROF.R.K.SAXENA) PROFESSOR & HEAD

FACULTY OF

COMMERCE & MANAGEMENT BUNDELKHAND UNIVERSITY JHANSI

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## CHAPTER -I

#### A FRAME WORK OF TOURISM

Tourism is a major social phenomenon of the modern society with enormous economic consequences. Its importance as an instrument for economic development and employment generation, particularly in remote and backward areas, has been now well recognized the world over. Tourism, which was construed as a simple travel in past, has today become a very complex activity encompassing a wide range of relationships. The vastness of the market, its unpredictability, the diversity, the involvement of large number of people, the financial and sociological benefits to be gained have made this industry the most competitive markets in the world. Tourism is the world's largest export industry. The World Tourism Organisation estimated that in the year 1999, 664 million tourists travelled internationally who spent about US \$ 455.5 billion. It is estimated that tourism accounts for about 8% of the total world exports and more than 30% of international trade in services. For Rs.10.00 lacs invested in tourism, 47.5 jobs are created directly and 89 jobs are created in tourism sub-sector by hotel and restaurants as against 12.6 in manufacturing and 44.6 in agriculture.

#### 1.1 DEFINING TOURISM

It is important to define tourism in clear terms for a variety of reasons. Firstly, it is important to define its scope to describe the tourism phenomenon systematically. Secondly, to analyse the demand of tourism, it is necessary to measure it for which we should know what exactly is to be measured. Thirdly, since certain administrative & legal controls of Government have to be exercised, a clear definition would help in determining the aspects which would be covered under such controls.

Tourism has been defined by various economists in the past, one of the earliest definitions was given by Herman V. Sehullard, an Austrian Economist in the year 1910. He defined it as "The sum total of the operators mainly of an economic nature, which directly relate, to the entry, stay and movement of foreigners inside and outside a certain country, city or region".

Professors Hunziker and Krapf in the year 1942 gave a more technical definition of Tourism. They defined it as "Tourism is the totality of the relationship and phenomenon arising from the travel and stay of strangers, provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity".

The term was more clearly defined by Tourism society in Britain in the year 1976 as "Tourism is the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations. It includes movement for all purposes as well as day visits or excursions".

Based on the above and some more definitions of tourism the essential components of Tourism can be listed as:-

- 1. Travel by non-residents,
- 2. Stay of temporary nature in the area visited.
- 3. The travel and stay not connected with any remunerated activity or an activity involving earnings.

Tourism can therefore, be defined as a composite behavior of a group of travellers which comprises of a mobile population which is visiting an unknown place for pleasure and recreation not connected with earnings. To quantify the term tourism for analysing the prospects of tourism there have been considerable debate on the internationally accepted definition of the word 'Tourist' also. Tourist is a person travelling outside his/her normal living or working routine who spends money for leisure and recreation. Putting all these definitions the persons who can be considered as Tourists, and the persons who cannot be considered tourists is given below:

The following categories can be regarded as tourists:-

- a) Persons traveling for pleasure, recreation and other reasons like health etc.
- b) Official Government Travellers to attend meetings seminars, conferences etc.
- c) Business travellers
- d) Travellers halting enroute air/rail and sea journeys.The following categories cannot be regarded as Tourists.
  - (a) Persons travelling to take up an occupation in the place of visit,
  - (b) Persons arriving for residential purposes,
  - (c) Students going for studies to other places and staying there,
  - (d) Travellers passing through a country without stopping.

The above definitions are adopted by most of the countries for compilling travel statistics.

#### 1.2 BASIC COMPONENTS OF TOURISM

Tourism does not exist in isolation. There are certain basic components without which it can not operate. These can be grouped as

Transport,

Locale, and

Accommodation.

A tourist has to travel to reach his destination through one or the other mode of transport, which may be a bus, car, train, ship or an aeroplane. An extensive study of various modes of transport is required to make a spot worthy of attracting tourists. A tourist spot with a poor approach is unable to attract tourists. It reminds us of the times when India had a very small fleet of aeroplanes & people in west used to say that although India is a very good tourist destination, it is a very difficult to reach destination. An increase in the number of aeorplanes had given an immediate boost to the tourist traffic in India.

The locale may include the tourist destination and facilities it offers to the tourist. The tourist spot may have many natural attractions like sunshine, scenic beauty like hills, valley or beaches etc. In addition, the amenities made available to the tourist help a lot in attracting tourists. A place which is clean, free of anti-social elements and peaceful attracts more tourists than a filthy place with a lot of touts and anti-social elements even if it has a lot of natural beauty. Locale with its attractions and amenities is one of the most important factors which is basic to the tourism. Unless the locale is good, the tourist is not motivated to visit that particular spot. However, the choice of locale depends on the individual interest of the tourist. Some may find solace in wilderness while others may love scenery or landscape. One

flora and fauna. Peters has illustrated five attractions which are of significance in tourism, these are given below:-

1 Cultural : Sites and areas of archaeological interest;

Historical buildings and monuments;

places of historical significance;

museums; modern culture; political and

educational institutions, religious

institutions.

2. Traditions: National festivals; Arts and handicrafts;

music; folklore; Native life and custome.

3. Scenic : National Parks, Wildlife; flora and

fauna; beach resorts; mountain resorts.

4. Entertainment: Participation and viewing sports;

amusement and recreation parks; zone

and oceanariums; cinemas and theatres;

Night life; cuisine

5. Other Attractions: Climate; Health resorts or spas; unique

attractions not available else where

Accommodation is another basic component which is essential for comfortable stay and good food. After having reached the spot, the traveller needs a peaceful sleep and good food to really enjoy his trip.

Accommodation may in itself be an important tourist attraction. In fact, many tourists visit a particular spot simple because of availability of a luxury hotel or resort which provides excellent services and facilities.

#### 1.3 ELEMENTS OF TOURISM

In addition to the three basic components of tourism, namely, transport, locale and accommodation, there are certain elements or ingredients which are also crucial to tourism. These include:-

- > Pleasing weather,
- > Scenic attractions,
- > Historical & cultural factors,
- > Accessibility,
- > Amenities

Pleasing weather is one of the most important and crucial factors affecting tourism. A place with fine weather and warm sunshine is bound to attract more tourists. Good weather makes holidaying a pleasing experience. People staying in places with hot climate like to visit hilly areas to get reprive from scorching heat. Similarly, people from colder regions like to visit sea beaches in search of fine sunshine. weather and In fact, many countries in Europe/France/Italy/Spain and Greece have developed beautiful beach resorts catering to high tourist population. Areas with attractive winter climate and sunshine also attract large number of tourists. To encash on this, winter resorts which also include a number of winter sports facilities have been established to cater to the increasing demand of tourists. In countries like India with tropical climates, many hill stations have been developed as resorts. Climate is thus one of the most important factors in attracting tourists.

Scenic attractions are the second important factor contributing to increase in tourist traffic. The scenic beauty may consist of beautiful landscape, mountains, lakes, water falls, beaches, glaciers, forests, deserts, etc, are strong forces attracting people to visit them. The magnificent mountain ranges provide an atmosphere of peace and tranquility. The tourists visiting Himalayan mountain slopes of India is charmed by their physical magnificence.

Historical and Cultural factors exert a powerful attraction for many travellers. Since many centuries these have had a profound influence on the travellers. Large number of tourists are attracted every year by the great drawing power of the city of Agra in India because of its famous Taj Mahal or City of Jaipur because of its Palaces, or city of Delhi because of Qutab Minar, Red Fort, India Gate and other world famous spots.

In many countries which are developing tourist industries are using the legacy of their historical part as their major tourist attractions. In India the world famous caves of Ajanta and Ellora are an example. These caves are India's oldest treasure and most beautiful testimony of religious architecture and paintings. These are man made caves hewn out of rocky mountains of Maharashtra which were conceived and executed some 2000 years ago.

Accessibility becomes a crucial factor in attracting tourists, since reaching a tourist destination is the first step in tourism. A tourist spot, howsoever good, it may be, will not attract tourists if it is not easily accessible. If a tourist spot is located at places where no transport can reach or where there are inadequate transport facilities, it looses its lusture. The tourist spots which are located near the markets & are linked by an efficient network of road, railways & airways receive the maximum number of tourists. The distance also plays an important role in determining the tourist arrival, longer distances discourage tourists owing to high travel cost. This is one of the main reasons for low tourist arrivals in India. India is situated very far off from affluent countries like United States, Europe, Canada, Japan & Australia, diminishing tourist arrival. It costs a

visitor from these countries, a substantial amount of money to visit India.

Amenities are a necessity for the tourist spot e.g. for a sea side resort, facilities like swimming, boating, rafting, yachting, surf-riding are important. Amenities can be natural e.g. beaches, sea bathing, fishing, opportunities for climbing, trekking, viewing bungee jumping etc and man made e.g. various types of entertainments, sound & light shows, song & dance programmes, eating joints, toilets, first aid centers etc. The provision of good amenities help to attract tourists.

Accommodation is very basic to any tourist destination. The tourist needs a home away from the home for food and shelter. The types of accommodation have changed considerably since last 25 years. A large number of hotels have come up recently in almost all the tourist spots in India which range from 5 Star Deluxe hotels to 3 Star Hotels and lodges and guest houses to cater to a long range of tourists ranging from high income group to low income group. All these hotels provide facilities for lodging and have restaurants for quality food. In recent years some changes have reflected in the type of accommodation and there has been a growing demand for more informal types of accommodation like holiday villages,

apartment houses, camping and caravan sites and tourist villages etc.

Of late many hotel establishments, especially the resort hotels have gained reputation for their excellent food, services and facilities.

Hospitality is another crucial factor in tourist promotion. friendly and appreciative attitude on the part of the people of the host country will make the visitor feel at home and enjoy his stay better. A satisfied tourist is an asset for the tourism industry and helps promote tourism in a much more effective manner than any tourist promotional campaign. The classical example is the arrival of former US President Bill Clinton to India. When he visited India during last Holi, he was overwhelmed by the love showered on him by people of India. He and his daughter were so exhilarated with India, its culture, its heritage, its tradition and above all its villages and its ever loving people. He was so impressed that he almost became a cultural ambassador to India and promoted Indian tourism in USA. His overwhelming response is proved by his second visit to India in such a short span.

Many countries, now organize a campaign to explain to their citizens the advantage to be gained from a flourishing tourism and the ways in which they can help promote tourism by being courteous and helpful to visiting tourists. In addition to hospitality, clear

directions at roads, railway stations, airports, shopping centers, etc., make visit of a tourist comfortable & enjoyable.

Establishment of information Bureau is another very important step in the direction of welcoming a tourist. It is very important to have information bureau where the foreign tourist/visitor who is not familiar with the country and who is also not familiar with language of the visiting country, can readily acquire information about places of interest and the various facilities available there. Trained, honest, and competent guides knowing languages are also essential and are of great help to the tourist. The various formalities to be completed by the tourist should also be reduced to the minimum.

The economic and political conditions keep on fluctuating in India which definitely effects the travelers mood but still the travelers continue to travel to the destination of their choice. Tourism has become an irreversible fact in most part of the world and the expected upturn in overall economic growth together with success in stabilizing prices is likely to promote further increase in tourism in our country. Now in India also paid holidays concept has started and due to this the number of persons taking to travel has increased manifold. However, not all of them are able to exercise the right because of non-availability of sufficient facilities & exorbitant prices. But at same time a vast potential exists which needs to be

prices. But at same time a vast potential exists which needs to be exploited by our country's tourism departments which is responsible for promotion, development and growth of this industry in particular.

# 1.4 SOCIAL TOURISM

The demand for tourism in any country is influenced by a number of factors including the very society and the socio-political system in which the potential tourists live. A lot of study on this subject has been done. The recent definition of social tourism propounded by M. Andre popliment as follows:

"Social tourism is the type of tourism practiced by those who would not be able to meet the cost without social intervention i.e. without the assistance of an association to which the individual belongs".

From this and various other definitions of social tourism it becomes clear that the idea of limited means comes into the picture and accordingly manual workers are covered in the scope of social tourism. In addition to manual workers there are also others who cannot save enough to pay for travel and accommodation because their incomes are too low or their commitments are too great. Social tourism is subsidized - the subsidies are provided by the States, Government

Bodies, Local authorities, trade union funds, employers, clubs, and other associations to which the worker/employee belongs. This involves travel outside the normal place of residence, preferably to a different environment.

In fact it may be correct to say that the establishment of annual paid holidays in the western countries heralded the birth of social tourism. Here the element of limited means is very important, because social tourism as we have seen is only concerned specifically with the participation in tourism activity of the people those who have limited means available with them and want to make tourism possible. Social tourism can clearly be linked with the origin of annual paid holidays. The paid holidays provided both the leisure time and the financial means to profit them by travel and relaxation. Paid holidays now have a universal recognition and are established all over the world, and in most of the countries a minimum duration of one, two or three weeks is specified either by law or by collective agreements. Since paid holidays were introduced, thousands of millions have been benefited from them all over India & world. A number of countries in the world have special schemes for economically weak sections of society and number of concessions and facilities are provided to them for their travel. All such benefits depend on the state of the economy of a particular country. In India certain steps were taken to encourage social

tourism. A modest beginning was made by the Indian railways and some private institutions in introducing subsidized holidays among their low salaried employees. Various State Governments also set up holiday camp and tourist homes as some of the schemes. A number of religious and endowment trusts, voluntary organizations, temple trusts and local municipal bodies have provided accommodation facilities for the convenience of pilgrims. In recent years increasing emphasis has been placed on the development of Social tourism. A number of youth hostels camping sites and tourist bungalows have been constructed with a view to provide facilities for staying to a low budget tourists. The number of organizations both in public and private sectors providing facilities to its employees to travel, have increased many times in the recent years. The students of schools, colleges and other educational institutions are entitled to concessional rates for travel by Rail and or Air to any part of the country. The Central as well as State Governments have liberalized travel concession rules for the benefit of their employees. Due to this facility Central Government employees can now travel along with their families once in four years to any part of the country with Government fully paying the permissible actual fare.

The concept of social tourism is largely based on subsidies, special facilities and other measures, sometimes of co-operative nature,

sometimes by State or another third party. This objective is achieved most effectively through co-operation with organizations which by their nature are already committed to the development of social tourism such as trade unions, co-operatives, workers, educational associations and certain types of youth organizations. These days increasing number of young people all around the world are participating in tourism. It has a great educational value. India has realized the tremendous social benefits which accrue due to tourism. Indian Government policies framed in recent years encourage travel.

#### 1.5 DOMESTIC TOURISM

In domestic tourism people travel with in the boundaries of the country i.e. the tourist activity of residents of a country with in their own country in which they do not cross the boundaries of the country is described as domestic tourism. In international tourism the travel takes place out side the country of residence and crossing the boundaries is involved. The various travel formalities which are necessary in international tourism are not observed in domestic tourism. Travel thus becomes an easy affair. The barriers of passport, visa, health documents, language, foreign currency etc., are not to be faced by a domestic tourist. He can use the same currency as medium of exchange which helps him in enjoying the travel more. Basically domestic tourist

is a person who travels with in the country where he resides to a place other than his usual place of residence for at least 24 hours or one night for a purpose classified under one of the following categories

- (a) leisure ( recreation, holiday, health, study, religion and sport).
- (b) Business (family, mission, meetings, etc.)

However, there are three more elements which are common to the term domestic tourism.

- (i) Place of residence of Tourist,
- (ii) Duration of travel, and
- (iii) Geographical setting of travel

By taking above factors in account the domestic tourist is generally considered as a person travelling for a purpose other than exercising a gainful activity at the place visited.

# 1.6 OBJECTIVES OF THE STUDY

India has made tremendous efforts in the past 10 years to meet the challenge of Tourism. There has been a phenomenal growth in tourist traffic over the past 10 years. International tourist receipts have grown steadily from 2.1 million US dollars in 1950 to 3220 million US dollars in 2000, representing a fifteen hundred fold increase, which is tremendous.

In 1997-98, tourism accounted directly for 4.5% of expenditure on GDP and was responsible directly for employment of over 5,13,000 persons. Expenditure derived from domestic tourism was \$ 45.5 million in 1999.

The hotel and tourism related industry has been declared as a high priority industry for development by the government and assumes importance for its immense potential to earn foreign exchange and is also least import intensive. In fact tourism is India's third largest foreign exchange earner after readymade garments and jewellery with earnings of \$ 3220 million in 2000-2001.

The Asia-Pacific region has been identified as the number one emerging region in this industry with an estimated growth of 7.8% annually. By the year 2005 the annual earnings are likely to touch \$ 2000 billion in this region, whereas the global annual earnings of this industry are estimated to be \$ 7200 billion. Within the Asia-Pacific region, the Indian sub-continent is well poised to take advantage of the boom in the tourism sector.

However, these figures are not very promising as compared to the international scenario. Indian Tourism Industry still faces many problems e.g. there is no independent marketing division to study the changing pattern of the tourist markets and to direct and advise the field offices to move with the times. There is no training school to train the

tourist officers who work in India and are posted abroad for promotion of Indian Tourism. Internal political situations and riots also effects the Indian tourism industry. Kashmir is one of the burning examples. The beggars harass tourists and no police protection is provided to the foreign tourists visiting India.

Still India remains as an enigma and is undiscovered by many international tourists. It does not fall in their list of destinations of choice due to a variety of reasons. The International tourists are unaware of the rich culture heritage of India and the amount of excitement and pleasure, the India can offer them. A large impact has to be made in the Indian Tourism Industry to make it more and more attractive for the international tourists. An attempt has been made to find out ways of promoting tourism in our country. The detailed procedure followed is given below.

# 1.7 RESEARCH METHODOLOGY

The promotion of tourism requires proper planning and development. The planning process involves assessment of tourist demand and supply & planning for various issues related to planning like site, infrastructure, finances & time etc. The role of the government in tourism planning is of utmost importance. All these issues have been taken up in Chapter-II.

The Tourist Policy of India has been discussed in Chapter-III which gives in detail the problems and prospects of our tourism policy. Tourism industry today is a great economic force. Its status as a major economic activity has been well established all over the world. The effects of tourism on economy has been discussed in Chapter-IV.

The major factors effecting promotion of tourism like advertising, travel agencies, tour operators, accommodation and government's role in promotion of tourism has been elaborated in Chapter-V.

Efforts have been made to collect data on Indian Tourism Industry and to analyse it to find out the trend of international tourists coming to the country. A survey has been undertaken to ascertain the kind of infrastructure/facilities to be provided to suit to the needs of international tourist to encourage them to choose India as their destination of choice for travel.

Data has been collected from various sources of information including large number of books in tourism, national and international journals on tourism, articles, newspaper reports, annual reports of various Government agencies dealing with the Tourism Industry like Department of Tourism, Ministry of Tourism and Civil Aviation,

Department of Culture, Ministry of Human Resource Development etc. Information available on Internet has also been widely used to supplement the research. This was done by conducting visits to various places to gather more information about the Tourism Industry and ways to promote Indian tourism. Feasibility of opening tourist promotional cells in our embassies abroad, wherever there is no regular tourist office was also explored. Our web-sites on tourism which at present have very inadequate information were downloaded & it was felt that they would need to be updated and maintained to attract tourists. Suggestions have been made for improvement of these web-sites and to improve tourism through Internet. Various statistical packages have been used to analyse the data so obtained to reach at the desired conclusion. The results are reproduced in Chapter-VI.

An attempt has been made to forecast tourist arrivals for next ten years using various statistical tools. This becomes necessary to enable the government to plan in advance for the augmentation of facilities required to cater to projected increase in tourist arrivals. This has been discussed in Chapter-VII.

Survey of places of historic importance and scenic beauty, in and around Delhi was done to explore these areas in length & breadth. A

brief description of these areas along with the suggestions to further promote tourism in Delhi has been discussed in Chapter-VIII.

The survey of foreign tourists staying in approved hotels in India was taken up with the help of the hotel industry. A proforma for the survey was developed which is annexed in the end. The information was obtained from the foreign guests staying in these hotels. The information was gathered from 2126 tourists from the period October, 1999 to December, 2000. The information was then analysed covering various aspects. The findings of the survey are given in Chapter-IX.

Finally based on the extensive study, survey and analysis, various suggestions for promotion of tourism in India have been elaborated in Chapter-X.

In a developing country like India, the Government plays a major role into tourism development and acts as a catalyst in breaking new grounds. The suitable tourist development plans prepared during the course of study may help in promoting tourism. It is expected that the findings of the above study would help to boost the tourism in the country to a large extent.

## **CHAPTER II**

# **TOURISM PLANNING AND DEVELOPMENT:** An overview

The holiday tour has become the most conspicuous phenomenon of our time neither mass migration nor the world wars have succeeded in pelting so many million people on the road as the desire for a holiday does year after year. People voluntarily leave their homes to enjoy their vacation in distant places. For more and more people around the world, the annual holiday tour is an accepted way of life. As a result of this, tourism has grown enormously during the last fifty years. unfortunately, this growth has been an unplanned, activity. The result is haphazard and sudden boost in tourism facilities like hotels, air, rail and road transport in places which are becoming famous tourist spots to meet the demand and to satisfy the profit instinct of the promoters. Commercialization has taken precedence over the care or protection of the landscape and environment. A large number of people are going to the same spot at the same time. Holidays are concentrated in certain specific months of the year. The result is crowded beaches, mountains and lakes, increasing traffic and a chaos due to lack of amenities as a result of the sudden increase in tourist demand. It is ironic that some of

the spots offering relaxation in normal times literally choke with traffic during the holiday season. All this necessitates the need for planning.

# 2.1 NEED FOR PLANNING

The need for planning arises whenever some rational thinking is required to arrive at a choice among a set of limited means so that certain ends are satisfied especially when the means are substitutable among themselves. In other words planning essentially attempts to allocate scarce resources between different competing uses with a view to maximizing output, income and employment and to ensure the balanced growth of different sectors. The serious situation caused by the haphazard development has made people and the governments aware of the need for planning of tourism development based on scientific research of the requirements of the travel market and the capacity of the area to take in tourists. In the field of tourism. The need for planned development is of paramount importance, we cannot provide unlimited number of seats in a plane or number of rooms in a hotel beyond its maximum capacity but we can plan to optimize the usage. The United Nations conference on International Travel & Tourism held in Rome as far back in 1963 emphasised the need for planning in tourism and made several recommendations. Some of the

important recommendations that the United Nations Conferences made in the area of need for development plan in tourism were as follows:

- i) That the governments of developing countries should give high priority to projects concerning the development of tourism in their respective countries,
- the possibility of seeking the assistance of the United Nations

  Special Fund for Regional and sub regional surveys of
  existing and potential tourist resources and for the preparation
  by experts of tourist traffic estimates and forecasts, with a
  view to the establishment of short term and long term plans
  for the development of tourist facilities and plans.

The conference endorsed the relevant comments of the Group of Experts who had pointed out that tourism was expanding swiftly as world economy improved and more and more travellers sought new places to visit. It further stated, that, to the extent permitted by its economic resources, a country should see a steady growth in the number of new tourist resort developed. Existing possibilities of attracting tourists — mountaineering, winter sports, fishing, hunting, beaches, spas, national parks, game sanctuaries, national monuments sites and shrines, folk traditions and customs, pilgrimages, festivals and

sporting events should likewise be developed and protected. Stress was laid on the importance of ensuring protection, not only for monuments, archaeological remains and buildings of historical, cultural or architectural importance, but also for the customs, traditions, art and folklore of indigenous peoples. The conference also agreed that a developing country which proposed to set up a national tourist organization should consider obtaining a preliminary survey in order to assess clearly what positive tourist attractions the country already had, what potential tourist attractions existed, and how they could most effectively be developed within the limits of the funds available.

The recommendations had far-reaching implications as far as planned development of tourism was concerned. All member states and the specialized agencies of the United Nations were called upon to consider and implement as appropriate the recommendations contained in the report of the conference. The recommendations of the conference were of particular interest to those countries which were just beginning to develop tourism. Until quite recently tourism was principally a feature of, and was largely confined to the developed countries. Many of the developing countries saw the possibilities in tourism development. Encouraged by the conference

recommendations, many developing countries introduced tourism development programmes.

The United Nations Conference on Trade and Development (UNCTAD) in the year 1965 also emphasized on the promise which tourism held out for the developing countries. For some countries, tourism offers a major opportunity since it provides employment for many, it stimulates investment and is an important source of foreign exchange. The third International Union of Official Travel Organisations (IUOTO) in a Travel Research Seminar held in Prague, Czechoslovakia, in 1964, examined in great detail the many problems involved in the development of tourism industry and concluded that planning whether at national, regional or local level, was indispensable. It concluded that all tourist planning should be based on two types of preliminary surveys-

- (a) detailed survey of the characteristics of the area being considered for development and in particular, of its tourist resources;
- (b) studies of future customers based on surveys and forecasts.

Careful planning is a prerequisite for complete success of any programme. The haphazard development in many countries had made the planners aware of the need for planning of tourism development based on scientific research. Any country, whether it already has an

active flourishing tourism industry or is thinking of developing a tourism industry has to decide on many crucial issues before launching a tourism development programme. The agencies responsible for tourism development have to consider the various issues. The official government agencies especially in the developing countries have to be extra cautious as they cannot afford to waste scarce resources on developmental plans which do not bring benefits. The governments in these countries have to decide on the following issues:

- (i) rate of growth of the tourism sector, whether it wishes to encourage mass tourism or develop it more slowly, gradually and selectively;
- (ii) the importance of the tourism sector to the national economy and how its development and growth is to fit in with the plans for national, regional and local development;
- (iii) the respective roles which it assigns to public and private sector in the development of the industry;
- (iv) the respective roles to be played by domestic and foreign capital. Whether the foreign investments are to be encouraged in case the country's financial resources are limited;

- (v) decision as to whether the tourist industry should be treated in the same way as other industries or whether the peculiar character of the industry warrants it being given special treatment;
- (vi) decision as to whether tourist industry is to be developed on a continuous long-term basis or only as a short-term arrangement to overcome the trade deficit.

The Organisation for Economic Cooperation and Development (OECD) in a seminar held at Estoril, focused its attention on all the above issues. According to its report " much of the discussion turned on the fact that tourism is by its nature somewhat different from other sectors of the economy, since it is an industry based on movement of people rather than goods. For this reason it is particularly susceptible to subjective considerations quite apart from the play of the economic forces. Political and social pressures, psychological attitudes, changes of fashion, may all influence the course of tourism development markedly and unpredictably. It is essential therefore that tourism industry should be as flexible as possible to be able to adapt to changing conditions and requirements." The discussions at the OECD seminar also drew attention to the fact that tourism involves several considerations which are essentially of non-economic nature.

report of the seminar stated "Tourism often has significant cultural implications (for example, the restoration of ancient monuments); aesthetic (the preservation of beauties of landscape and the safeguarding of the nation's heritage); social (the provision of recreational facilities for the health and welfare of the people); and political (the improvement of international understanding);".

The fact that tourism is by its nature somewhat different from other sectors of the economy makes it more necessary that there should be careful planning. This is much more important for the developing countries which cannot afford to waste scarce resources. The various issues involved in the planning and development of tourism especially in the developing countries show how necessary it is for these countries to adopt growth plans in this specific branch, duly relating to their political and economic institutional framework. Just as a country will adopt a monetary policy, a policy of agriculture, of public works, of health, of transport, etc; as different elements of its national economic plan, so it should on the same grounds, adopt a specific policy of tourism development.

Planning is thus essential for three main reasons: <u>first</u>, most countries have a planned economy and if tourism has to be a part of it, then this sector also needs planning. <u>Secondly</u>, the success of tourism

development depends very largely upon appropriate facilities being available in the right place and at the right time and these can only be provided by adequate research. Thirdly, the planning is required to ensure that the natural and man made assets are conserved and protected to attract tourist.

#### 2.2 PLANNING PROCESS

The first point in this respect is that the government should take a decision whether they would like to promote tourism in their country in the interest of economic development. Since the economic advantages of tourism are tremendous, most of the governments would decide in favour of promoting tourism. Even countries like China which were behind an iron curtain have started opening up and are promoting tourism. Once a decision is taken in favour of developing tourism, the government has to make provisions for its development within the framework of a plan for the development of its economy. The two economic arguments in favour of developing tourism are (a) the contribution in terms of foreign exchange and (b) multiple employment potential of the tourism industry. Therefore, the planning of tourism, whether at the national or the regional level, must be regarded as an integral and coordinated part of the country's general economic and social planning. A plan for tourism can survive only if there is

coordination among all the processes. The essential aim of the tourist plan is to arrive at a balanced growth of demand and supply.

Research is a precondition for all planning. It is surprising that in the field of tourism, an insignificant amount of money is spent on research compared to the total turnover of tourism earnings. A country which decides to develop tourism should take a close look at places offering similar attractions elsewhere, study their economics, and call for specialists to prepare a tourism development plan. Among the aspects to be studied are:

- 1. charterstics of the land available for development and the price structure
- composition of the facilities to be provided hotels, non-hotels and other service industries like restaurants, stores and beach services
- 3. speed of construction to attract public investment.
- 4. total cost of infrastructure in the area proposed to be developed, which would include all forms of construction on and below the ground, i.e. roads and parking areas, railway lines, airports, water supply, power houses and sewage disposal, hotels, motels, restaurants, entertainment and shopping facilities.

5. possibility of direct and indirect taxes from tourism related activities to justify public investment.

Planning has to be done on two levels, national and local. At the national level, the central government will be involved in developing selected areas on the basis of research and study, based on the factors like marketability as tourist spot, anticipated receipts from tourism sector and projections of future demand. The national plan should also lay down the development required at local and regional levels to boost tourism in that area. The plan must attain optimum objectives in a given period of time. These factors can be grouped into the following subheads:

- 1. assessment of tourist demand and supply,
- 2. planning of site,
- 3. planning of infrastructure,
- 4. financial planning,
- 5. manpower planning,
- 6. administrative planning,
- 7. planning for tourism marketing and promotion,
- 8. monitoring and evaluation,
- 9. planning the time, and
- 10. environmental planning.

### 2.2.1 Assessment of Tourist Demand and Supply

Developing an information base on the present status of demand and supply of information on tourist arrival is the foremost activity in planning tourism. An analysis of the present structure of demand and supply in tourism is a prerequisite for initiating tourism planning programme. First of all, we should survey the tourist attractions of various types available in the country. This will include physical, cultural and historical attractions possessed by a country. The country should try to develop the attractions progressively through out the entire country facilitating tourism to spread evenly. Secondly, the attractions and areas should be so chosen that they are liked by most of the tourists over the longest possible duration in an year. This will help in avoiding over dependence upon a particular season of the year. Thirdly, priority should be given to those attractions which can be most easily and most successfully developed with minimum finance. Fourthly, since financial constraints do not permit development of all the destinations at the same time, efforts should be made to prioritize development of attractions based on the number of tourist arrivals. Finally, the endeavour should be to develop those sites first which offer something new and unique which is rarely available elsewhere. Demand shall than be estimated for both national and foreign tourists. Published statistics on travel and tourism should be used & information be gathered about

accommodation available. Seasonal factor should also be looked into while estimating future demands.

#### 2.2.2 Planning of site

Particular attention should be given to natural and cultural assets of the country which can be developed while taking precaution that the place is not unduly exploited. Efforts should also be made to ensure that the scenic beauty, cultural heritage and social values are maintained and are not damaged due to large influx of tourists which the spot is not able to handle. It will also be necessary to plan further tourism development in the selected zones to avoid excessive concentration in a particular area.

#### 2.2.3 Basic Infrastructure

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For the success of a tourism programme, it is necessary to provide infrastructural facilities & services as per the requirements of the tourists. These comprise of the services and utilities which are necessary to the operation of a tourism destination. The basic infrastructure required for tourist expansion has to be estimated precisely before starting the development phase. This infrastructure will also be specifically tourist in nature, e.g. transport, electricity etc. The requirements will vary from region to region e.g. in a mountain resort the infrastructure facilities would include trolly, trekking

facilities, etc. while the beaches would require boating, rafting, sailing, water scooters etc. The specific areas of infrastructure would however include power, water, communication, sewage and drainage, roads and highways, parks, recreation, health care facilities and other tourism promoting devices.

## 2.2.4 Financial Planning

Proper financial planning is the key to successful planning. A large amount of expenditure is required to make any major attraction worthy of tourism. Finances are required for both development of basic infrastructure and superstructure. The cost of the project should be assessed for a number of locations. Each proposal shall then be assessed separately to estimate its feasibility, cost — benefit ratio, and priority in making a plan. These should then be compared to finalize the projects which need funding on a priority basis. The project should be justified in terms of economic impact and its financial viability.

In the case of those countries which already possess an active tourist industry or have potential for increased tourism development, finances for investment will usually be available readily. However, in the case of developing countries, which are anxious to develop tourism, due to financial constraints, the provision of adequate resources may be difficult. The development of tourism sector will be only one of the

number of options for development before a government, since government resources will inevitably be inadequate for all the projects it has to undertake. The proposed investment in tourism must be justified in terms of its anticipated contribution to the economic develop ment of the country. In addition, the foreign investments can be welcomed by developing countries if they face shortage of funds.

# 2.2.5 Manpower Planning

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Manpower planning in terms of having qualified and trained manpower is prerequisite for efficient and professional management. This factor is often neglected during the early stages of tourism development. Since tourism is a service industry, a developing tourist spot must take all necessary steps to build a pool of efficiently trained people to man it. A number of jobs would have to be created to manage the various tourist services. Special attention would be required for producing trained personnel in each of these sectors to promote tourism. Expansion in services should also be taken into account while planning manpower needs. In manpower planning, programmes should be conducted to screen and train prospective employees so that they could acquire both attitudinal as well as technical skills. Attitudinal skills contribute to an employee's success in tourism position and include pride, flexibility adaptability and judgment. Technical skills required

include operation and maintenance of equipment, financial management, production and servicing of food beverage, personnel management, administration and computerization. A staff planning exercise is required to estimate the manpower need at various levels. This would involve a series of steps which include job analysis, preparing job descriptions, job specifications and preparing staff forecasts. This will help in forecasting the exact number of persons with specific skills and qualifications required at all important places within the tourist destination.

### 2.2.6 Administrative Planning

An administrative organization is also required to look after various aspects of tourism. This organization should have a well defined function and adequate resources to carry out its functions. Most of the countries have established special departments or agencies to manage and coordinate tourism programmes. Depending upon the economic, social and political structure in the country, the tourism organization may be a governmental department, a semi-governmental agency in the form of an autonomous bodies aided by government but operating outside its organizational structure. It may also be a private sector organization with government support and recognition. The administrative organization looks after both the legal aspects like

preparation of the legislation required for the installation of the various tourist services, classification of hotels, control of travel agencies etc. It has various departments for planning, marketing, research, training, legal and administrative services.

# 2.2.7 Planning for tourism marketing and promotion

Planning is also required for preparation of promotional activities required to launch the new tourist destinations both within and outside the country. The tourist is concerned with having an enjoyable and pleasant experience rather than worrying about the finer details associated with planning their journeys. These details are left to travel professionals and tourist agencies. The travel professional to manage this successfully have to keep contact with many agencies like national tourist offices, airlines, tour operators, travel agents, guides and escorts, hotels, convention and conference organizers etc., they have also to develop various channels of communications to attract tourist like tourist literature in the form of catalogues brochures, folders, mail, advertising, public relations and publicity. Promotion campaigns can be organized to promote tourism, which should be timed appropriately to get the maximum benefit.

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# 2.2.8 Monitoring and Evaluation

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Monitoring and evaluation has to be done periodically to reap the steady & maximum benefits from the tourism industry. Preparation of the plan document should not be considered as an end of the planning process. The plan has to be constantly monitored and evaluated to find out its short comings and to improve it further. Targets have to be revised continually in view of changing circumstances and resource availability. Plan should not be considered as a static document. It should rather be treated as a dynamic and evolved procedure which requires continuous updation at each and every stage. The change in government policies from time to time would also require change in the original plan to accommodate changes. Similarly, the change in tourist behaviour would also need to be studied in detail and plans revised.

### 2.2.9 Planning the time

Of late, time is also being considered as a resource since it is a factor which is limited & once spent, cannot be reproduced. Therefore, time factor is also a very important element. The planning could be a long term planning ranging from 10-25 years or a short term planning ranging from 3-7 years. In addition to long & short term plans, annual plans are made which serve as the controlling plan to check

achievements with available resources every year with long term plans acting as direction indicators for annual plans.

### 2.2.10 Environmental planning

Tourism is the world's largest industry. Although, it seems to be a non-polluting industry, expanding tourism has the great capacity to pollute the environment. It is a fact that all over the world man has been using the natural resources without any thought of the future. The disadvantages of haphazard and unplanned development of tourism can be manifold. The environmental amenities which attract tourists have tended to be taken for granted. Preservation of their quality has only recently begin to concern the tourism development planners. It is ironical that quality of environment is the basis for attracting tourists which itself is being deteriorated due to mass tourism. This needs to be conserved. Tourism can become a positive factor for improving the environment, if certain amount of intelligent basic planning is done e.g. tourism has contributed to the preservation of historic sites and cultural values. Careful cleaning and beautifying ancient monuments, clearing the areas around monuments and improving them, for tourism purposes is a case in point where, through tourism development the environment is not degraded but in fact is improved.

# 2.3 GOVERNMENTS' ROLE IN PLANNING

## 2.3.1 The Sargent Committee

In India, the importance of tourism had been recognised even before the Second World War. The intervention of war, however, put a stop to the tourist promotion activities of the Government. The first conscious and organised efforts to promote tourism in India was made in the year 1945, when a Committee was set up by the Government of India under the Chairmanship of Sir John Sargent, the then Educational Adviser to the Government of India. The main objective of the Committee was to survey the potentialities of developing tourist traffic in the country. Following were the terms of reference of the Committee

- (i) After reviewing the nature and extent of tourist (and pilgrim) traffic in India both from within the country and from overseas which existed before the war, to examine what scope there is for increasing such traffic or for developing other like traffic during the post-war period.
- (ii) To suggest ways and means of creating, both in India and overseas the desire for touring including visits to holiday resorts, good climate stations, scenic places, places of pilgrimage of historical, and of archaeological interest in India.

- (iii) To suggest what facilities should be provided at places to be developed and advertised for (a) Indian visitors; and (b) foreign visitors. The facilities to be considered should include means of travel from nearest railway station to residential accommodation, supply of literature and guide books, provision of authorised guides, etc.
- (iv) To recommend what action should be taken for providing the necessary facilities by (a) Indian States and/or local government;(b) various departments of the Central Government.
- (v) To deal with other aspects of tourist traffic not covered by the above terms of reference.

The Sargent Committee which submitted their interim report in October, 1946 were unanimously of the opinion that it would be in the interest of India to encourage and develop tourist traffic both internal and external by all possible means. The Committee was of the opinion that successful steps in the promotion of tourism would result in a substantial addition, both direct and indirect, to India's revenue and that, if properly organised, every aspect of business could benefit greatly by an influx of tourists. One of the major recommendations of the Committee related to the setting up of a separate representative organisation of semi-officials. The Committee recommended that the

question of promoting and developing tourist traffic was a matter of great national importance and therefore, it deserves the whole time attention of a separate organistion which should take initiative in such matters as:

- (i) Publicity both in India and abroad,
- (ii) Production of suitable literature such as guide books, folders, posters, etc.,
- (iii) Provision for training of guides,
- (iv) Liaison with other government departments responsible for providing facilities required by tourists including information in regard to industries and commercial matters,
- (v) Liaison with hotels and catering establishments,
- (vi) Collection of tourist statistics,

Some of the other major recommendations of the Committee were:

- (a) Coordination with air and train services with a view to facilitate both air and train journey and to make it comfortable in India.
- (b) Provision of chain of first class hotels of international standard for convenience and comfort of foreign tourists.

(c) Starting of publicity bureaux in London and New York and in the capitals of other countries from where substantial number of tourists might be forthcoming.

On careful examination of the terms of reference of the Committee it is evident that all the major aspects of tourism as we see them now have been covered. The major areas like provision of infrastructure, publicity both overseas as well as domestic, facilitation, coordination of agencies dealing with tourism at all levels were covered. The recommendations of the Committee had far-reaching effects on tourism as it developed during the subsequent years specially after India attained Independence. They formed the guidelines for the establishment of tourist organisation in the country soon after Independence.

On the eve of Independence, India had a fairly large infrastructure available for tourism. There was a large network of all types of hotels catering to the needs of both foreigners as well as Indians. There was adequate transport and communication system operating in the country. Almost all the major tourist centres were easily accessible by rail or by road, some even by air. Many airports in the country were in a position to receive international carriers. However, in the absence of a central tourist organisation there was no

coordination between the various services. Tourism in India developed properly only after a central tourist organisation was set up as a result of the recommendation of the Sargent Committee.

One of the major recommendations of the Sargent Committee was that "the work of development of tourism in India should be undertaken on a methodical basis by a separate organisation". As a result of this recommendation, a separate Tourist Traffic Branch was set up in the Ministry of Transport in the year 1949 with main objective of development of tourist traffic in India. The subsequent years witnessed an expansion of Tourist Traffic Branch and its activities in various directions. With the increase in its activities the Tourist Traffic Division expanded considerably and during the year 1955-56, the Headquarters establishment was increased from one branch to four branches, each having wide ranging duties.

### 2.3.2 Tourist Information Offices

#### In India

Another important step during this period was the opening of a chain of tourist offices both in India and abroad. Steps were taken to establish Regional Offices at important ports of entry. Tourist offices were opened in Delhi, Bombay, Calcutta and Madras. This was followed by the establishment of a chain of information offices all over

the country. By the year 1955, nine such offices were opened. The functions of the tourist offices in India included supply of up-to-date information on places of tourist interests to tourists after they had arrived in India, keeping in touch with all the segments of travel trade, assisting the tourists in clearance of various travel formalities, distribution and display of tourist literature and periodic inspection of various facilities available for tourists. Tourist offices were also to ensure that the various amenities are developed and maintained in each region. In addition to attending to foreign tourists, the tourist offices were also to cater to the needs of domestic tourists.

#### **Overseas**

With a view to attracting foreign tourists to India, the Government decided to open a chain of tourist offices overseas. The first step in this direction was the establishment of Government of India Tourist Office in New York in the United State of America in December 1952. The reason for opening an office in the United States of America was that as an affluent country, its people had enough money and leisure to afford a holiday in India. To arouse interest among Europeans to visit India, a chain of offices were also opened in the continent. The first office in Europe was opened in London in July 1955. Two more offices were opened, one in Paris in February 1956

and the other in Frankfurt in September of the same year. In order to promote traffic from Australia and New Zealand, a tourist office was opened in Melbourne in September 1956. Also in 1956 an office was opened in Colombo on the occasion of 2,500<sup>th</sup> anniversary of Gautam Buddha. The office in Colombo was responsible for helping and promoting a large Buddhist traffic from Sri Lanka.

The duties performed by the tourist offices abroad were more or less similar to those performed by the regional offices abroad furnished preliminary information to the would-be tourists who intended visiting India. Their duties included publicity and public relations, sales promotion and reporting to the Central Department of Tourism about the trends in the tourist travel abroad.

In short, the functions of tourist offices abroad included acquainting the potential visitor about the various tourist attractions and facilities available in India through publicity, public relations and sales promotion.

### 2.3.3 Formation of the Ministry of Tourism

It was on 1<sup>st</sup> March 1958 that a separate tourism department was created in the Ministry of Transport to deal with all matters concerning tourism. The new department was put under the charge of the Director

General who had under him one Deputy Director General and four Directors each in charge of Administration, Publicity, Travel Relations and Planning and Development.

By the Presidential order dated 14 March, 1967, the Department of Aviation and Tourism which was under the Ministry of Transport and Civil Aviation was formed into a separate ministry designated as the Ministry of Tourism and Civil Aviation, with two constituent departments; (I) Department of Tourism and (ii) Department of Civil Aviation. The Ministry was put under the charge of a full time Minister. With the formation of the new Ministry of Tourism and Civil Aviation, tourism got the importance due to it and thereby achieved all-round expansion in its activities.

The functions of the Union Ministry of Tourism and Civil Aviation in terms of Specific responsibilities are:-

- (i) Organisation of meteorological services.
- (ii) Provision of aerodromes, regulation and organisation of air traffic, aerodromes, aircraft, and air navigation.
- (iii) Provision for the safety of aircraft.
- (iv) Carriage of passengers and goods by air.
- (v) Establishment of corporations under the Air Corporation Act, 1953.

- (vi) Establishment of Railway Inspectorate.
- (vii) Development and promotion of tourism.
- (viii) Establishment of youth hostels.
- (ix) Establishment of close contact with other ministries in respect of promotion of tourism.
- (x) Coordination of various activities through various committees of Parliament, and other associations.
- (xi) Negotiations with international and bilateral agencies.
- (xii) Planning and organisation of tourist activities throughout the country in collaborations with the State governments and the Planning Commission.
- (xiii) Inquiries and statistics for the purpose of any of the matters specified in this list.
- (xiv) Implementation of treaties and agreements relating to any of the matters specified in this list.

In others words, the Union Ministry, gives advice on Civil Aviation and Tourism matters, coordinates Civil Aviation and Tourism programmes and policies, supplies technical information and provides financial and other assistance. Thus it mainly guides, assists and coordinates. The Ministry formulates national policies of civil aviation and tourism with the assistance of expert committees and the Board.

### 2.3.4 Department of Tourism

The Department of Tourism now became an attached non-participating office of the Ministry of Tourism and Civil Aviation headed by the Director General of Tourism. The Director General of Tourism carried an ex-officio status of an Additional Secretary to the Government of India. The Director General is assisted by one Additional Director General, one Joint Director General, a Deputy Secretary and five Deputy Director Generals.

The functions of the Department of Tourism are both notional and organisational which are conducted by the following seven divisions (i) Planning and Programmes, (ii) Publicity and Conference, (iii) Travel Trade and Hospitability, (iv) Accommodation, (v) Supplementary Accommodation and Wild Life (vi) Market Research, (vii) Administration.

The activities of the Department have since increased manifold and cover a wide range of subjects. The manifold activities fall under the following broad heads:

(i) Collection, compilation and dissemination of tourist information in India and abroad and attending to enquiries from international tourists, tour operators and travel industry, such as, airlines, steamship companies and hotels.

- (ii) Cooperation with international travel and tourist organisations at government and non-government levels.
- (iii) Development of tourist facilities of interest to international tourists.
- (iv) Publicity at home and abroad with the object of creating an overall awareness of the importance of tourism.
- (v) Simplification of frontier formalities in respect of international tourists.
- (vi) Regulations of activities of the various segments of the travel trade, such as hotels, youth hostels, travel agents, wild life out-fitters, guides, tourist car operators and shopkeepers catering to tourist needs.
- (vii) Compilation of statistics and market research on international tourist traffic to India and their utilisation for more effective tourist promotion.

### 2.3.5 Indian Tourism Development Corporation (ITDC)

Following the report of the ad-hoc Committee on Tourism also known as the Jha Committee (1963), which recommended that the public sector should assume a more active and positive role in promoting tourism, the Government of India set up in 1965 in the Department of Tourism three separate corporations, viz., Hotel

Corporation of India Ltd., India Tourism Corporation Ltd., and India Tourism Transport Undertaking Ltd. These Corporations were set up under the provision of the Companies Act, 1956. The main function of these Corporations was to construct and manage hotels in public sector, produce material for tourist publicity and to provide transport facilities to the tourists.

The Government later decided to merge these undertakings into one composite undertaking for the purpose of securing coordination in the policy and efficient and economic working of the three corporations. Accordingly, the Government set up in October, 1966 a public sector undertaking, namely the India Tourism Development Corporation Ltd. in Delhi under the aegis of the Department of Tourism by amalgamating the erstwhile three separate corporations. The unified Corporation started functioning with effect from October 1, 1966 with the mission to provide leadership & promote high quality integrated tourism services, achieving high level of excellence & also forging partnerships with State Governments for tourism development. pursuance of the recommendations of the Administrative Reforms Commission (ARC), the control of the Ashoka Hotels Ltd. and the Janpath Hotels Ltd. was transferred from the then Ministry of Works, Housing and Supply to the Ministry of Tourism and Civil Aviation

from July 2, 1968. These two hotels and also Lodi and Ranjit hotels were amalgamated with India Tourism Development Corporation from March, 1970. The amalgamated Company known as India Tourism Development Corporation Ltd. (ITDC) came into being with effect from March 28, 1970.

#### **Objectives**

Broadly the objectives and functions of the unified Corporation fall under the following categories:

- (i) Construction and management of hotels, motels, restaurants, tourist bungalows, guest houses and beach resorts at various places for accommodating tourists.
  - (ii) Provision of transport facilities to tourists.
  - (iii) Provision of entertainment facilities to tourists by way of organising cultural shows, music concerts, sound and light shows, etc.
  - (iv) Provision of shopping facilities to tourists,
  - (v) Provision of publicity services to assist India's promotion overseas as a tourist destination and projecting the national importance of tourism at home.

With these objectives, ITDC has provided a wide range of services essential for promotion of tourism. Working in close

cooperation with the Department of Tourism in the central Ministry of Tourism and Civil Aviation, it is primarily concerned with the establishment of a solid infrastructure for the tourist industry and the provision of commercial services essential for the growth of tourist traffic. From 129 rooms and a transport fleet of 50 cars and coaches in 1969, the ITDC today is India's largest accommodation chain with 34 hotels in 27 major destinations having 3,000 hotel rooms and a tourist transport fleet of over 300. ITDC services include accommodation and restaurants, 29 duty free shops at 6 International Airports, sound and light (Son et Lumiere) shows and the production of quality publicity The ITDC has established a marketing division at its material. headquarters in New Delhi to assist the travel industry through the coordinated sales promotion of its range of tourist services. Tourism Development Corporation has played a key role in promoting the tourist product.

ITDC also offers a complete range of consultancy services with rich and versatile experience acquired over the years in Tourism related activities starting from conceiving the concept till its commissioning which broadly covers preparation of Techno-Economic Feasibility Report, Tourism Master Plan, Technical Services during Construction and Management Services during operation.

From a small beginning in the year 1949, the tourist organisation as it stands now has passed through various facets. The recognition given to tourism as an industry paved the way for its standing as an independent discipline. In between the years 1949 and today (2001), there has been a tremendous amount of work which has helped in strengthening the organisation. The appointment of various expert committees, advisory committees, councils and boards from time to time has also helped the organisation grow tremendously.

#### 2.4 TOURISM PLANNING IN INDIA

India adopted a policy of development through planning in 1952, when the First Five Year Plan of tourism was formulated. The Planning Commission was set up to prepare the plan. Although tourism activity had started in a modest way in the early fifties, the Planning Commission did not take notice of it till the Second Plan in 1957-62. A modest provision of Rs. 336.38 lakhs was made in the Plan for development of tourist infrastructure for a five year period within Central and State sectors. In the fifties, there was little awareness in the country of the economic or social importance of tourism. Development had to begin with the provision of basic infrastructure especially at important places of tourist interest where there were little or no facilities. The Plan was divided into three parts:-

- (i) Part-I schemes dealt with the development of accommodation at places of international tourist interest, where foreign tourist could be attracted. The expenditure on such projects was incurred entirely by the Central Government.
- (ii) Part-II schemes included development of tourist facilities at places of interest to domestic tourists, which could also interest overseas visitors. On such projects the Central Government met half of the expenditure and the States met the balance.
- (iii) Part III schemes included projects which were primarily of local interest and were financed, therefore, State government. A number of tourist bungalows were constructed all over the country under the Part I Scheme, now named 'Travellers Lodges" and managed by India Tourism Development Corporation (ITDC).

In the Third Plan (1962-67) this practice was continued with advantage resulting in a network of tourist facilities in areas where facilities were negligible. Bodh Gaya, Khajuraho, Bhubaneswar, Konarak, Mahabalipuram, Sanchi, Tiruchirapalli, Kanchipuram, Madurai and several other places were provided basic facilities

acceptable to foreign tourists. The Fourth Plan (1967-74) had a chequered story. Since there were not enough funds for a continuous plan, separate annual plans were prepared and executed. Under the new arrangement, the Central Department of Tourism completely took over the planning and development of facilities suitable for overseas tourists while the State Governments were assisted to develop facilities for domestic tourists. State governments were free to shape their plans the way they liked. No matching subsidies of fifty per cent were given by the Centre. It was a good decision as the States started developing their domestic plans independently of Central help though Central guidance through the Department of Tourism and the Planning Commission was In the annual plans, in addition to development of provided. infrastructure, tourism promotion overseas, especially the production of tourist literature for overseas markets, became part of the plan. This arrangement made it possible for the Central department of Tourism to expand its tourist promotion overseas by making available adequate quantity of better quality and variety of literature in a number of foreign languages.

The highlights of the fourth and fifth five year plans were the beginning of two major projects in the Central sector to attract destination tourist traffic, that is, those who come primarily to stay in

India and not transit through India. According to a survey carried out by the Indian Institute of Public Opinion for the Department of Tourism, the share of destinational traffic to India in 1961-1962 was only 43.2 per cent. It rose to 52.2 per cent in 1964-65 and 73.6 per cent in 1972-73. Such traffic at present is estimated to be over seventy-five per cent. Another change noticed in the pattern of traffic was the predominance of the younger age group among international tourists visiting India. The largest number of tourists visiting India were in the age group of 31-50 years followed closely by 17-30 years age-group. Occupation-wise, the largest group consisted of educationists and students, followed by businessmen and those who professed no business presumably retired or dependent housewives.

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The main reason for a change in pattern of traffic to India was the introduction of reduced fares on international air sectors. The approach to planning and development of tourism had, therefore, to undergo a change. India was getting more destinational tourists who could be persuaded to stay longer. A whole new field of recreational activities had to be developed in the country. It was decided in the mid-sixties to meet the requirements of the new class of tourists. A programme drawn in the Fourth Plan and continuing in the Fifth Plan started with impressive allocations, but every year, it had to be pruned due to the

constraint on resources. In spite of all these difficulties sixteen youth hostels of international standard were constructed and furnished in different parts of India to serve as catalytic models to the States to construct similar hostels elsewhere. Several forest lodges, tourist bungalows and two major resorts – the Kovalam Beach Resort and the Gulmarg winter sports resort – were the results of the fourth and fifth plans, for desinational tourist traffic.

The preamble to the Fifth Five Year Plan of Tourism explained the role of the Centre and the State Governments. The Centre undertook projects which related to the promotion of international tourism and states were advised to confine their projects to serve the needs of domestic tourists or budget tourists from overseas. The objectives laid down for the Central Department of Tourism were the provision of accommodation and transport to match the anticipated growth in international tourism, to develop new resorts and tours to spread the traffic to different regions of the country.

The Sixth Five Year Plan envisaged very high targets: tourists – 1.7 million by 1985 and 3.5 million by 1990 – based on fifteen per cent annual growth in visitors to India. For the first time, the Planning Commission recognized the importance of tourism in the following words:-

"Tourist, both domestic and international, has rapidly won considerable recognition as an activity generating a number of social and economic benefits like promotion of national integration and international understanding, creation of employment opportunities, removal of regional imbalances, augmentation of foreign exchange earnings, thus redressing the balance of payments situation, etc. It is significant that many of these beneficial aspects of domestic and international tourism have special relevance to the socio-economic scene in India as emerging in the Sixth Plan period, cultural activities, both in urban and rural areas. Expenditure by tourist has a multiplier effect and also generates considerable tax revenue Government, both in the central and State Sectors. It is also relevant that the various multi-faceted socio-economic benefits of tourism are achieved with a relatively low level of investment."

Having put forward the case for tourism conveniently the Plan provided a meager outlay of Rs.187.46 crores for the period 1980-85 under the Central and State sectors. This worked out to 0.18 per cent of

the total plan – one of the lowest allocation in the plan. Two interesting concepts were introduced in the Sixth Plan – the concept of travel circuits and tourist villages. Sixty-one travel circuits were identified with 441 centres to be developed in the current decade. Tourist villages are yet to be identified and developed.

The travel circuits approach aimed at spreading tourism geographically and to enable every State of India to offer something to the visitors. A desirable objective, the concept led to spreading India's resources so thin that there was hardly any visible development at any place during the eighties. The diversification of tourist centers all over India has to be matched with consumer demands. The consumer-especially the foreign visitors — is not likely to change preferences simply because it may be political necessity in India. As for tourist villages, the concept is laudable as it brings the visitors close to the Indian realities.

The concept of janata hotels developed by the Janata government during the brief period they were in power, was given up in the new Plan. There were, however, provisions to expand in the sphere of supplementary accommodation like youth hostels, tourist bungalows, and tourist lodges, etc.

In the Seventh Five Year Plan (1985-90) tourism received significant notice. Tourism related activities were given the status of an industry – which implied that such business activities were entitled to the same incentives and concessions as were applicable to an export industry. The concept of a large number of circuits gave place to the emphasis on outdoor holiday tourism - developing and strengthening infrastructure at beach and mountain resorts along with the normal activities of cultural tourism. Financial allocations for the Department of Tourism of the Central Government were enhanced from twenty-one crore rupees in the sixth plan to Rs.120 crore in the seventh plan. Similarly, allocation for the States were increased by three hundred per cent. The India Tourism Development Corporation was asked to fend for itself – its allocation in the seventh plan had been only eight crore rupees against forty-two crore rupees in the sixth plan. It was directed not to build any more luxury hotels and to confine its activities to building only three star accommodation. Tourism, it appears, got a boost in the seventh plan.

Though India is mainly conceived as a cultural tourist destination, it has diverse tourist attractions which need to be developed. A conscious policy was, therefore, been adopted during VIII Plan for the diversification and improvement of tourism product of

India including cultural tourist attractions. The schemes implemented during 8<sup>th</sup> Plan period for product development included the following

- (i) Promotion of fairs and festivals, rural craft melas, etc.
- (ii) Refurbishment of monuments and environmental planning.
- (iii) Flood lighting/Son Et Lumiere (SEL) shows.
- (iv) Development of Pilgrim centers.
- (v) Development of adventure sports facilities.
- (vi) Special tourism areas.
- (vii) Development of specific circuits through external aid.

As in the case of infrastructure development, the above schemes were also generally implemented through State/U.T. Governments by providing the necessary financial assistance under the normal funding pattern.

The tourism policy envisaged a selective approach based on travel circuit concept in the provision of tourism infrastructure to achieve intensive development of selected centers. A list of 61 travel circuits consisting of 441 centres was, thus, drawn up by the Central Government in 1983 in consultation with State/UT Governments. At the first instance, the number of circuits and centers selected were too large to achieve any significant results with the resources available.

Further the State/U.T. Governments were generally not having any firm commitment and adherence to the selected centers in their development plans. In general, the tendency has been to take up a large number of small projects of peripheral nature in as many centers as possible even outside the travel circuits. The Central Government also followed a scheme approach instead of an area approach in providing financial assistance to State/U.T. Governments. As a result, there was very little impact on the development of tourism infrastructure in any specific destination as resources were spread very thinly over a large area. As a corrective measure, a scheme for identification and development of "Special Tourism Areas" was taken up during Eight Plan period (1992-The plan envisaged the establishment of all inclusive tourism zones with identifiable boundaries in a few selected centers. The development was expected to take place according to specific master plans and was to be coordinated by "Special Tourism Area Development Authorities" set up for the purpose. The strategy was to provide the required basic infrastructure and support services like airports, railway lines, roads, water supply, electricity, sewerage, communication facilities etc. by the Government and encourage the private sector including foreign investors to invest heavily on tourism infrastructure like hotels, restaurants, entertainment facilities, transport services etc. in these areas.

The market research activities, database creation and computerization were given considerable importance during Eight Plan period. A number of surveys and studies were completed during the plan. A Tourist Information Network (TOURNET) was also established for providing upto date information about tourist facilities in India.

During IX Plan, the basic strategy was to establish effective coordination with all the relevant agencies so as to achieve synergy in the development of tourism. It was proposed to be achieved by establishing a formal institutional mechanism in the form of a "Board of Tourism Industry and Trade" under the Chairmanship of the Honourable Minister for Civil Aviation and Tourism.

Integrated development of infrastructure including basic amenities like internal roads, water and electricity supplies, sewerage and waste disposal systems in the identified tourist centers and circuits was another important strategy. Establishment of a few mega tourism resorts with 4000 to 10,000 hotel rooms and all the tourist facilities and attractions was to receive the highest priority during the IX Plan period.

Product development and improvement of tourist facilitation services, human resource development, market research and marketing efforts were given due attention.

The development process was proposed to be driven by private sector investment with Government acting as a facilitator and coordinator. A package of incentives and single window clearance mechanisms were to be provided to attract private investment.

Entrepreneurship development and promotion of self employment opportunities in the tourism sector was a new strategy to develop tourist facilities in the country.

Above all, the development activities were subject to environmental protection and cultural preservation.

The approach during IX Plan was to concentrate on a few selected centers and circuits to achieve balanced development of infrastructure in an integrated manner. As a result, the Central Government assistance to State/U.T. Governments for infrastructure development was confined to such identified centers and circuits each year till they got saturated.

The approved IX Plan outlay was Rs.485.75 crores against a demand of Rs.5780 crores, by the Deptt. Of Tourism, Government of India. As a result of the limited resources being used over vast areas, the national objectives in tourism development have not been achieved. A plethora of demands were received by the Central Government from the States for mounting sound and light spectacles, flood lighting of monuments, resort development, construction of aerodromes, airlinking of centers, etc. As a result, the available resources are spread thinly – preferring quantity to quality. The scarce funds were spent in providing air links and extending tourist facilities to the constituencies of central ministers.

The specific components of the Development activity during the IX Plan were outlined as:-

- Infrastructure development,
- Product development and diversification including development of mega tourism resorts,
- Entrepreneurship development and promotion of selfemployment opportunities,
- Enhanced tourist facilitation,
- Human resource development,
- Research and computerization,

- Promotion and marketing,
- Environmental protection and cultural preservation,
- Provision of incentives,
- Monitoring and evaluation, and
- Strengthening of organization.

The best part of planning has been the availability of funds for hotel loans in the private sector. This facility helped the development of Indian tourism infrastructure more than most other projects put together when easy availability of loans and their incentives attracted investors to build some of the finest hotels in the world. Tourism planning therefore, has to be done professionally backed by market research and other studies. Hence conceptually, Indian planning has much to commend. But its implementation has been slow and not result-oriented.

# **CHAPTER III**

# TOURISM POLICY: PROBLEMS AND PROSPECTS

# 3.1 Formulating Tourism Development Policy

Tourism development policy consists of a set of statements related to various aspects of tourism development. Policy is determined based on several considerations, of which the most important is achieving the objectives of developing tourism. More generally, tourism policy should reflect the overall development policy of the country or region so that tourism is well integrated. Policy also evolves from the survey and analysis of present tourism development patterns and infrastructure, tourist attractions and activities and the tourist markets. Socio-economic and environment factors are very important to consider, while formulating the policy.

The government assumes the lead role in deciding tourism policy. Policy affects the entire country or region and their communities and it must balance economic, environmental and social concerns. National and regional objectives should prevail over individual, group or sector interests. However, the policy should provide a framework within which the private sector and other special interests groups can effectively function. Tourism policy can take

many forms. Some of the basic issues that need to be addressed in policy formulation are as follows:

- The reasons for developing tourism should be stated in the policy. These reasons often include a combination of the following:
  - economic reasons of increasing income, providing employment, earning foreign exchange, increasing government revenues and using tourism as a catalyst for expansion of other sectors;
  - social reasons of encouraging cross-cultural exchange and introducing the country to foreigners (for international tourism) and educating persons about their own country and providing recreation opportunities (for domestic tourism);
  - using tourism to help achieve environmental and cultural conservation objectives for which resources are not otherwise available.
- The forms of tourism to be developed and related types of international and domestic tourist markets to be attracted are a basic policy consideration. Usually several forms of tourism are suitable for development within a single country or region, but in

different areas and sometimes in different time periods. The general quality level of tourism also needs to be set forth in policy.

- Another consideration is whether tourism should be 'market-led' developing forms of tourism that will attract a broad market
  regardless of the impact of the development, or 'product-led' developing forms of tourism that are most compatible with the
  environment and society, and targeting only those markets that
  are consistent with the product even though this may result in
  fewer benefits. Usually the attempt is to balance these two
  approaches.
- A policy consideration is the extent of development to be allowed- should tourism be limited, maintained at a medium level, or encouraged to become a major sector of the economy.
   A large country or region may decide to develop different levels of tourism in different areas and at different times based on environmental, socio-cultural and infrastructure development considerations.

- The growth rate of tourism to be aimed for slow, medium or fast

   is often a policy consideration. Even though the potential exists

  for fast growth, for example, it may be desirable to control the

  growth rate for several reasons:
  - social reasons of allowing residents adequate time to adjust to tourism and learn to participate in it;
  - development reasons of balancing development of tourist facilities with development of infrastructure;
  - manpower planning reasons of allowing sufficient time to train persons to work effectively in tourism;
  - economic reasons of integrating the development of tourism with other economic sectors, and not creating distortions in the economy.
- The respective roles of the government and private sector in developing and managing tourism can be an important type of policy.
- Achieving environmental protection, cultural conservation and sustainable development are all important policy considerations.
- The general location and staging of development may be stated in the policy, and then further refined in the structure plan.

Other types of policy may, for example, relate to multi-use of tourism infrastructure, the inter-relationships between domestic and international tourism, education and training programmes, social integration of tourism, and investment and development considerations.

#### 3.2 FORMULATING THE STRUCTURE PLAN

The national or regional structure plan is composed of several elements - the primary and often secondary tourist attractions, the tourism development regions (in the national plan) and tourism development areas such as resorts (in the regional plan); the access points to the country or region; and the internal transportation linkages. Tourist excursion routes and staging of development are also often shown on the structure plan. Preparing the structure plan is based on several considerations, including the following:-

- Development objectives of the policies these are basic inputs to the structure plan, for example, the recommended forms of development.
- Type and location of the major tourist attraction features.
- Type and location of existing and already planned transportation facilities, and other critical infrastructure such as water supply.
- Overall environmental, land use, tenure, resource, social and economic analysis and synthesis. This suitable climatic zones for

tourism; location of developable and available land for tourism development; the carrying capacities of potential tourism development areas; location of resource areas that may be more important for other types of development; areas where labour supply will be available to work in tourism; and location of economically depressed areas where development is needed.

Each country and region must be planned according to its particular characteristics and development policies. However, there are certain basic concepts and principles which are generally applicable. These are based on what has proven to be functional and successful in already developed tourism areas. As is always the case in the planning process, imaginative new ideas should also be considered.

Suitable international access to a country and good regional access are essential for tourism. These access points are often termed the national and regional gateways. International airports are often the access points to countries, especially for long distance tourists. Land border crossings and seaports also function as gateways for international travellers to some countries. Regional access may be by air, land or sea. These gateways usually have already been established before tourism was considered, and thus become a given factor around which tourism is planned. In a small country or region, a single major

gateway is usually sufficient. Larger countries and regions may have more than one gateway. Multiple gateways offer the advantage of tourists entering at one point, making their tour, and exiting at another point, thus saving backtracking to the entry point. Tourists are encouraged to see more of the area and there is greater flexibility in organizing itineraries.

Related to the gateway concept is the principle of establishing a staging area at or near each of the gateways. Staging areas provide tourist facilities and services for overnight stays of tourists waiting for transportation to other parts of the country or region, or waiting for departure from their tour. They often contain various attraction features or can be developed with some features, including shopping facilities, which tourists can enjoy while waiting for onward transportation. These staging areas provide tourism employment and income for local residents. When the national or regional gateway is located in or near a major city, the city becomes the staging area.

Clustering of tourist attractions and activities is an important planning principle. Many attractions – such as good beaches, National Parks, ski slopes and major archaeological and historical sites - have specific locations which determine much of the planning of tourism. Other types of attractions, such as cultural performances, are more

mobile. Special types of attractions, such as theme parks, can be located in many places. Clustering of attractions in particular areas can attract more tourists to each area, and induce them to stay longer. Grouping of attractions also typically makes it less expensive to provide infrastructure and more convenient for organizing tours.

A clustering approach often used is to develop several secondary attractions near to a primary attraction. These secondary features may already exist in the area and only need development, or they may be mobile or special types which can be newly developed. For example, a secondary attraction of a cultural centre – for local dance and music performances, and demonstration and sale of handicrafts – can be developed near a National Park or in a historic town.

Designation of tourism development regions at the national level and development areas, such as resorts, at the regional level is an important principle. This applies especially where a substantial amount of tourism development is envisaged. These development regions or areas are often termed tourism zones. Concentration of tourism development, as opposed to dispersed development, offers several advantages:

- Better opportunity for the planning of integrated development and application of development, design and environmental controls.
- More efficient provision of transportation access and other infrastructure.
- Convenience to tourists of facilities and services being in proximity.
- Capability of concentrated development to support a greater variety and more specialised facilities and services.
- Containment of any negative environmental and socio-cultural impacts in specific areas.

Tourism regions are logical geographic and planning entities. They are selected based on several considerations – containing significant tourist attractions and related activities, existing and access or potential for developing a regional gateway; an existing integrated internal transportation network, or potential for developing such a network; and suitable areas for developing integrated tourist facilities. Within the development region, it is often desirable to establish a tourism centre – this may also be the staging area for the region. A tourism centre should have good access from outside the region, transportation connections to other places within the region, and offer a

range of tourist facilities and services. The centre may be an existing city or town or a new resort.

Within each of the tourism development regions or areas, the general type and extent of tourism should be specified. This is expressed in terms of the type and number of accommodation units. These are determined based on several factors — the development policy; the types of attractions in the region; ease of accessibility; carrying capacity; environmental and socio-cultural factors; and other considerations. Specification of accommodation provides a guide for later detailed planning of the region or area, and for decision-making on proposed development projects.

An efficient transportation facilities network and services system, whether by air, road, rail or water, is important. Transportation should provide efficient access from the national gateway to the regional gateways, and to attractions and facility development areas within the regions. The transportation network, or portions of it, also often serves as excursion routes for sightseeing tourists. An important principle of planning for development of transportation and other infrastructure is that they be as multi-purpose as possible, serving general use as well as tourism needs. In this way, overall infrastructure costs can be reduced,

and tourism can help support infrastructure improvements that bring benefits to the entire economy and society.

It is common practice to designate tourist excursion routes – sometimes called tourists circuits – on the plan. These are selected to pass through scenic areas with stopovers at particularly interesting places. The stopovers, which can also be shown on the plan, should be developed with visitor facilities – restaurants, shopping and toilets. They may include such activities as local walking tours, visits to specific attraction features and cultural performances. Tour routes should be designed, to the extent possible, to form loops in order to avoid backtracking over the same route on the return journey.

The tourism plan should be formulated so that it is easy to stage tourism development over a long period of time. Effective staging requires that the various tourism regions and development areas are selected so that each one can be developed economically and efficiently as separate units when needed. Development stages are indicated for the various tourism regions and areas, usually as first, second and third stages. The stages are typically for five-year periods but can be longer. Determination of staging is based on several considerations — accessibility; when the basic infrastructure can be developed; market demands; feasibility of undertaking development of the tourist

attractions and facilities; relative economic needs of the areas; and social acceptance of the people living in the tourism zones.

#### 3.3 SELECTING DEVELOPMENT SITES

Specific tourism development sites such as for integrated resorts should be carefully selected according to certain criteria, including the following:

- Location at or near a tourist attraction feature (or features) such as a beach, marine area, lake, ski slope, and major archaeological or historic site. The development, however, should not impinge upon the immediate setting of the features, but be set away from them.
- Desirable micro-climatic conditions as related to the type of development. Local climatic conditions can vary greatly from one place to another and must be carefully investigated in selecting development sites.
- Attractive physical environment of the site and nearby area.
- Sufficient amount of available and developable land, which is economically feasible to acquire and develop and does not have a more important economic, conservation or other resource use.

- Good existing or potential access from the tourist gateway to the area and from the area to other attraction features in the region.
- Existing availability of, or feasibility of, developing infrastructure of adequate water supply, electric power, sewage and solid waste disposal and telecommunication at an acceptable cost. After transportation access, provision of an adequate water supply is often the most critical type of infrastructure.
- Suitable general area for the resort with compatible nearby land uses, with no excessive air, water or noise pollution of the site environment.
- No possibility of the resort generating problems related to the local natural environment, if the development is environmentally well planned and managed.
- Positive attitude of nearby residents to developing tourism and their desire to work in tourism. There should be no likelihood of the tourism development generating any serious socio-cultural or economic problems for residents of the general area, if appropriate measures are applied.

Availability of a nearby labour supply to work in tourism. If there is no nearby source of employees, there should be the possibility of attracting employees from elsewhere. If employees come from outside the area, it should be feasible to provide adequate housing and community facilities and services for them.

There may be additional criteria depending on the local circumstances and type of resort being planned. A single site may not perfectly meet all the criteria, and it may be necessary to balance site advantage and disadvantages. In the later detailed planning of the site, it is important that the nearby areas also be planned, with development controls applied to those areas. This will help avoid land use and infrastructure problems developing near to site – a common problem in many resort areas.

#### 3.4 REDUCING SEASONALITY

It is common for the country, region or development area to experience seasonal differences in tourist arrivals. This situation leads to underuse of tourist facilities and services during certain periods of the year, and often excessive demand at other times. The seasonality factor can result from either the types of tourist attractions or the characteristics of the tourist markets (or both). Therefore, the national

or regional plan should incorporate ways to reduce seasonality, although it is often impossible to eliminate this factor.

Various techniques can be applied to reduce seasonality. Types of tourist attractions can be selected or developed which will attract visitors at different times of the year, and especially during the typical low season. Tourism areas can usually develop some low-season activities – such as festivals and special events, conferences, and special types or recreation facilities and activities. It is now common practice for beach resorts to develop conference tourism during the historic low season. Ski resorts often develop mountain hiking, horse riding and other recreational activities, as well as conferences and special events, during the summer season.

Marketing and pricing techniques can be used to attract tourists during the low season. These may be combined with the product development approaches described above. Discounted transportation and accommodation rates can be offered during the low period which, if well marketed, can attract tourists. A low season is often the result of the market source countries' traditional vacation periods being at certain times of the year. In this situation, marketing can be targeted to older tourists who are free to travel anytime. These tourists also often prefer the less congested destination environments that are available

during the low season. Domestic tourist use of international resorts and urban tourists facilities can also be encouraged during the low season.

#### 3.5 INDIA'S TOURISM POLICY

The objective of this study is to assess the impact of Tourism Policy on the Tourism sector and make a preliminary study of the possible impact such policy imperatives might have on the socioeconomic and socio-political country.

Tourism Policy, as a statement of intent by the Government, would form the reference point for action and criticism. Any initiative by Government in Tourism by way of legislation or direct investment is envisaged within the framework of Tourism Policy. The Tourism Policy of India was formulated in 1982 and was presented before the Lok Sabha & Rajya Sabha on November 3, 1982. In July, 1991, tourism was declared as the priority sector for foreign investment. In order to take advantage of the liberalized economic regime and the developments taking place around the world, a new National Tourism Policy has been drafted and is under consideration of the Government. The Policy is also available on Internet and the Government has invited suggestions of the General Public to improve upon the existing draft policy. The draft policy is reproduced below.

#### 1. The Preamble

Tourism has emerged as the largest global industry of the 20th century and is projected to grow even faster in the next century. India has immense possibilities of growth in the tourism sector with vast cultural and religious heritage, varied natural attractions, but a comparatively small role in the world tourism scene. A New Tourism Policy, which builds on the strength of the national Tourism Policy of 1982, but which envisages new initiatives towards making tourism the catalyst in employment generation, environmental re-generation, development of remote areas and development of women and other disadvantaged groups in the country, besides promoting social integration is, therefore, vital to our economy. It would lead to larger foreign exchange earnings and create conditions for more Foreign Direct Investment.

#### 2. The Mission

Our mission is to contribute to India's economic growth and promote our image abroad as a country with a glorious past, a vibrant present and a bright future. We can achieve these by ensuring Welcome (swagat), Information (suchana), Facilitation (suvidha) and Safety (suraksha) of the tourists. Conservation of heritage, natural environments, etc., and development and promotion of tourist products

environments, etc., and development and promotion of tourist products would also be given importance.

# 3. Objectives

The objectives of tourism development are to foster understanding between people, to create employment opportunities and bring about socio-economic benefits to the community, particularly in the interior and remote areas and to strive towards balanced and sustainable development and preserve, enrich and promote India's cultural heritage. One of the major objectives is the preservation and protection of natural resources and environment to achieve sustainable development.

Given the low cost of employment creation in the tourism sector and the low level of exploitation of India's tourism potential, the new tourism policy seeks to expand foreign tourist arrivals and facilitate domestic tourism in a manner that is sustainable by ensuring that possible adverse effects such as cultural pollution and degradation of environment are minimised.

The New Tourism Policy also aims at making the stay of foreign tourists in India, a memorable and pleasant one with reliable services at predictable costs, so that they are encouraged to undertake repeated visits to India, as friends. This would be in tune with India's traditional

philosophy of giving the highest honour to a guest (Atithi debo bhawa).

# 4. Tourism A Multi-Dimensional Activity

- linkages and synergies in the policies and programmes of all concerned Departments/agencies by establishing effective coordination mechanisms at Central, State and District levels.

  The focus of national policy, therefore, will also be to develop tourism as a common endeavour of all the agencies vitally concerned with it at the Central and State levels, public sector undertakings and the private sector.
- (b) It will be the policy of government to encourage peoples participation in tourism development including Panchayati Raj institutions, local bodies, Co-operatives, non-governmental organisations and enterprising local youth to create public awareness and to achieve a wider spread of tourist facilities. However, focused attention will be given for the integrated development of identified centres with well directed public participation.
- (c) Steps will be taken to work towards the integrated development of all the tourist circuits of the country with the involvement

of all the infrastructural departments, State Governments and the private sector and to facilitate direct and easy access to those places from international destinations.

# 5. Public and Private Sector Partnership

A constructive and mutually beneficial partnership between the public and the private sectors through all feasible means is an absolute necessity for the sustained growth of tourism. It is, therefore, the policy of the Government to encourage emergence of such a partnership.

#### (a) Role of the Government

Tourism is a multi-sectoral activity and the industry is affected by many other sectors of the national economy. The State has to, therefore, ensure intergovernmental linkages and co-ordination. It also has to play a pivotal role in tourism management and promotion.

#### (b) Role of Private Sector

Tourism has emerged as the largest export industry globally and all over the globe private sector has played the lead role in this growth. The private sector has to consider investment in tourism from a long term perspective and create the required facilities including accommodation, time share, restaurants, entertainment

facilities, shopping complexes, etc. in areas identified for tourism development.

#### (c) Role of voluntary efforts.

Voluntary agencies and volunteers have to contribute their expertise and understanding of local ethos to supplement the efforts of other sectors to provide the human touch to tourism and foster local initiatives. All such efforts shall be encouraged.

#### 6. Foreign Investments and Incentives

In view of large investment requirements in the tourism sector and the need for maintaining high quality standards in services, hotels and tourism related industries will continue to be in the priority list of industries for foreign investment.

#### 7. Resources for Development

It would be the policy of the Government to facilitate larger flow of funds to tourism infrastructure and to create a Tourism Development Fund to bridge critical infrastructural gaps.

Priority would be given for development of tourist infrastructure in selected areas of tourist importance so that limited resources are put to the best use.

# 8. International Co-operation

Tourism is a global industry requiring inputs from various international agencies and collaborations with other countries. The policy of the Government therefore will be to foster positive win - win partnership with all the international agencies and other countries.

# 9. Areas of Special Interest

Government would initiate and support special programmes and schemes for the development of tourism in North Eastern States, Himalayan region and island States/U.Ts with a view to achieve overall economic development of the regions, and as part of the strategy for removing regional imbalances.

# 10. Conservation and Development

Tourism development needs to be properly guided and regulated to avoid adverse impact on the natural environment and cultural heritage which constitute the tourist attraction. A judicious balance needs to be maintained between conservation and development. Government will continue its policy of trying to maintain balance through planning restrictions and by educating the people in appreciating their rich heritage and by eliciting their co-operation in preserving and protecting

# 11. Adoption of New Technologies

- (a) Efforts will be made to adopt these technological advances in the tourism sector to provide better facilities to tourists and to market the tourism product, to the benefit of all concerned.
- (b) Information technology shall be given the pride of place in the efforts to promote Indian tourism. Every endeavour in this regard would increasingly rely on optimising the use of ecommerce/m-commerce, use of internet for disemination of tourism related information, increasing use of portals as gateway to accessibility to tourism information, networking of States, setting of tourist information Kiosks, encouoragement to information technology and eco-friendly practices by the private industries and above all keeping abreast with the global technologies for promoting and facilitating tourism. It shall be ensured that Information Technology(IT) and Indian Tourism(IT) become synonymous.
- (c) The economic and social benefits of tourism and its importance as an instrument of economic growth have to be fully recognised by all sections of the society. It would, therefore, be the endeavour of the Government to bridge the information gap through proper statistical documentation of

the impact of tourism and its wide publicity to create awareness so that the economic and social significance of tourism is well recognised and tourism is given due attention and national priority.

#### 12. Professional Excellence

Tourism being a service industry it is necessary to enhance its service efficiency. The new policy will strive towards excellence by introducing professionalism through training and re-training of human resources and providing memorable visitor experience to both domestic and international tourists.

#### (a) Promotion and Marketing

Promotion and marketing is an important component of tourism development and needs to be undertaken along with product development in conformity with consumer profiles and product characteristics. The policy of the Government therefore will be to develop and implement cost effective marketing strategies based on market research and segmentation analysis in each of the tourist generating countries.

#### (b) Safety and Security

The safety and security of tourists are of primary importance both from the point of view of tourism development and the national pride. It will be, therefore, given high priority in the national strategy for tourism development.

#### (c) Facilitation Services

Tourists have to pass through several Government agencies so as to meet the requirements under various laws. These include obtaining visas, undergoing immigration checks, obtaining permits to visit certain areas, payment of fees for certain facilities, etc. The endeavour of the Government would be to improve efficiency in providing such facilitation services and make travel to and within India a pleasant experience.

Efforts would be made to reduce the time and effort in fulfilling the required formalities so that the tourists do not feel harassed in completing them. More information, outlets would be opened for easy accessibility of the information. The endeavour would be to provide all the four S's: Swagat, Suchna, Suvidha and Suraksha to the prospective tourists.

#### 3.6 MAJOR POLICY INITIATIVES

The first ever Tourism Policy was announced by the Govt. of India in November,1982. It took ten long years for the Govt. to feel the need to come up with a possible improvement over this. Thus the National Action Plan for Tourism which is the new draft policy given above was announced in May, 1992. Between these two policy statements, various legislative and executive measures were brought about. In particular, the report of the National Committee on Tourism, submitted in 1988 needs special mention. In addition, two five year plans – the Seventh and the Eighth – provided the basic perspective framework for operational initiatives.

The Seventh Plan advocated a two-pronged thrust in the area of development of tourism, viz., to vigorously promote domestic tourism and to diversify overseas tourism in India. While laying stress on creation of beach resorts, conducting of conventions, conferences, winter sports and trekking, the overall intention was to diversify options available for foreign tourists.

The Tourism Policy, 1982 was more an aggressive statement in marketing than a perspective plan for development. Its main thrust was aimed at presenting India to the foreigners as the ultimate holiday

Secretarings 1987.

resort. With a view to reach this destination, the following measures were suggested by the Policy:

- 1. To take full advantage of the national heritage in arriving at a popular campaign for attracting tourists;
- 2. To promote tourist resorts and make India a destination of holiday resorts;
- 3. To grant the status of an export industry to tourism;
- 4. To adopt a selective approach to develop few tourist circuits; and,
- 5. To invite private sector participation into the sector.

The Planning Commission recognised tourism as an industry by June, 1982. However, it took ten years to make most of the States to fall in line and accord the same status within their legislative framework. At the beginning of the Eighth Plan (1992-97), 15 States and 3 Union Territories had declared tourism as an industry. Four States had declared hotels as an industry.

The National Committee on Tourism was set up in July, 1986 by the Planning Commission to prepare a perspective plan for the sector. Within the broad framework of the Seventh Plan, the Committee had to evolve a perspective plan for the coming years. The Committee, headed by Mohammad Yunus, submitted its recommendations in November, 1987.

The Committee in its Report recommended that the existing Department of Tourism be replaced by a National Tourism Board. It suggested that there be a separate cadre of Indian Tourism Service to look after the functioning of the Board. It also submitted proposals for partial privatization of the two airlines owned by the Union Government.

By September,1987, the Central Government declared more concessions for the sector; these included tax exemption on foreign exchange earnings from tourism (a 50 per cent reduction on rupee earnings and a 100 per cent reduction on earnings in dollars), a drastic reduction in tariff on import of capital goods, and concessional finance at the rate of 1 to 5 per cent per annum.

The Tourism Development Finance Corporation was set up in 1987 with a corpus fund of Rs.100 Crores. Until then, the sector was financed on commercial lines by the Industrial Development Bank of India, Industrial Credit and Investment Corporation of India and other commercial banks.

The National Action Plan for Tourism, published in May, 1992 and tabled in the Lok Sabha on 5 May, 1992, charted 7 objectives as central concerns of the Ministry:

- Socio-economic development of areas;
- increasing employment opportunities;
- developing domestic tourism for the budget category;.
- preserving national exchange heritage and environment.
- development of international tourism;
- diversification of the tourism product; and,
- increase in India's share in world tourism.

Other provisions in the Action Plan included a discontinuance of subsides to star hotels, encouraging foreign investment in tourism and the setting up of a convention city for developing convention tourism.

The Action Plan envisaged the development of Special Tourism Areas on lines of export processing zones. Special Central assistance is to be provided for the States to improve the infrastructural facilities at pilgrimage places. It proposed to set up a National Culinary Institute, and projected a liberalised framework for recognition of travel agents and tour operators.

The Eighth Plan document made a special mention that the future expansion of tourism should be achieved mainly by private sector participation. The thrust areas as enumerated in the Plan included development of selected tourist places, diversification from cultural

related tourism to holiday and leisure tourism, development of trekking, winter sports, wildlife and beach resort tourism; exploring new source markets, restoration of national heritage projects, launching of national image building, providing inexpensive accommodation in different sector corporations and streamlining of facilitation procedures at airports.

The Eighth Plan aimed at luring the high spending tourists from Europe and USA. It also envisaged a 'master plan' to integrate area plans with development of tourism. This was envisaged to ensure employment opportunities for the local population.

In April, 1993, the Govt. announced further measures aimed at export promotion. The existing Export Promotion of Capital Goods Scheme (EPCG) was extended to tourism and related services. Against the existing 35 per cent, the tourism sector was to pay an excise duty of 15 per cent only on capital goods import, subject to an export obligation of 4 times the cargo, insurance and freight (CIF) value of imports. With an obligation period of five years, this came as a boon to the hotel industry. The cost of construction came down by 20 per cent.

In addition to the above policy pronouncement by the Union Government, our planners had envisaged the possibilities of developing

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specific regions on a zonal plank. Special area programmes like the Hill Area Development Programme and the Western Ghats Development Programme form part of the overall national plan.

The Eighth Plan document stipulated that the strategy in such designated special areas was to devise suitable location-specific solutions, so as to reverse the process of degradation of natural resources and ensure sustainable development. This approach perhaps needed to be integrated into the project of special tourism areas, being made popular by the Government.

# 3.6.1 Administrative Control and Developmental Compromises

The federal principles enshrined in the Indian Constitution require that the tourism sector be treated as a State subject. As such, the Department of Tourism (under the Ministry of Civil Aviation and Tourism at the Centre) undertakes certain promotional and developmental activities with a view to enhance the sectoral potential. The Department has certain regulatory functions to perform involving the hotel industry, travel agencies and tourist operators.

Over the years, there has been considerable erosion of powers so far as State Governments are concerned. The sustained campaign for privatisation in all the policy documents has left limited space of operation for the States. The public sector is increasingly, being perceived as an agent of inertia than of change and hence the pressure for a hands-off policy.

On the other hand, the Union Govt. has been usurping the powers of the State with some pretext or the other. Promotion schemes, designed at the Centre, are transferred for implementation at the State level. The special Central Assistance, for example, granted for the development of infrastructure at the pilgrim centres, carries with it a pre-defined scheme and mode of execution.

Furthermore, there are occasions when the Centre forces the State Governments to extend certain subsidies and concessions to the sector. The terms of such concessions are fixed by the Centre and the States have no choice but to fall in line. For example, during the State Tourism Minister's Conference in December,1991, the States were urged to freeze water and electricity rates for 10 years. They were also asked to exempt certain hotels from local and state taxes for 10 years.

Seventeen circuits and destinations were identified under the National Action Plan for development through Central assistance and investment by the States and the private sector. The centres were identified by the Centre and the States were asked to do the needful.

# 3.6.2 Privatisation and its implications

As far back as in the Seventh Plan, the approach paper mentioned that 'there is a vast potential for development of tourism in the country. Tourism should be accorded the status of an industry. Private sector investment will have to be encouraged in developing tourism and public sector investments should be focused only on development of support infrastructure'. Thus the seeds of private initiatives were sown during the Seventh Plan.

The Govt. took the matter of privatising the tourism sector seriously by 1988. The Govt. permitted foreign equity participation up to 51 per cent in tourism projects. Foreign charters were allowed to operate in the country for the first time. Foreign companies were allowed to repatriate their profits to the extent of 3 per cent.

The process of privatisation brought in its wake big investments and private involvement at various levels. As an offshoot, environmental considerations were thrown to the winds and there were instances of large scale human rights violation. The self-correcting nature of policy made provisions for stricter controls in this regard.

More seriously, privatisation meant alienation of the majority of our population and their deprivation. Employment generated in tourism

is generally seasonal and ill-paid. The private sector induced pockets of tourism which had the potential of turning into centres of pollution, drug-trafficking and prostitution.

## 3.6.3 Industry Status Granted to Tourism

The Seventh Plan proposed that tourism be declared an industry. However, it took time for the States to implement this, even though they agreed in principle. The smokeless industry had the advantage of generating maximum value-added, because of low-cost inputs.

The Tourism Policy Statement carried certain provisions in favour of the hotel industry. It stated that there should be provision for depreciation in the balance sheets of hotels. Being an export industry, hotels were to be given excise concessions. The provisions of the Monopolies and Restrictive Trade Practices (MRTP) Act were relaxed for hotels, because any hotel with 300 or more rooms would have incurred an investment of Rs. 25 crores.

## 3.6.4 Imparting Modifications to Policies

The arena of policy formulation should be self-evaluating and self-correcting. In the case of Tourism Policy, this should be the plus point. As an illustration, the Policy statement of 1982 made no mention of infrastructure development. The successive governments at the

Centre failed to create proper tourism infrastructure, thus resulting in loss of traffic. This lacuna was, however, corrected in the National Action Plan.

However, much of this change was due to intensive lobbying by such agencies like the Indian Association of Tour Operators, (ATO), the Travel Agents Association of India (TAAI), and the Indian Hotels and Restaurants Association (HRA). It is for the voluntary agencies and pro-people forces to exploit the avenue of lobbying at various levels.

The environmental implications of tourism development did not form part of the 1982 Policy. However, the National Action Plan, 1992 did carry specific provisions for environmental protection and harnessing.

### 3.7 NEED FOR REORIENTATION

Tourists are, by definition, not seen as people who embody social relations. Their positions and roles as wider agents of social change are ignored. There is, therefore, a tendency to view tourism as an unproblematic and apolitical activity that is beyond a political critique. It is for this reason that Governments and inter-governmental agencies

concerned with tourism have generally not been questioned on who makes Tourism policies and what the thrust of such policies should be.

The World Tourism Organisation (WTO) sees the role of policy as the means by which Govt. motivations can be balanced with private sector motivations. This is primarily because it views Tourism as one of the few development options for Third World countries, and a means of participation in the International trade in services, which form 70 per cent of GDP in the industrialised countries and about 50 per cent in many developing countries. Similar percentage are observed with regard to the share of the services sector in overall employment. Similarly, Tourism services account for 1/3<sup>rd</sup> of total exports of commercial services. Consumption abroad is the most important mode of the delivery of Tourism services, and it accounts for the greatest volume of trade.

WTO therefore recommends that all countries, to realise the value of the process of liberalisation, should have a Tourism policy, which defines the means by which the objectives of Tourism development are to be realised. To be 'meaningful' these objectives should be 'fixed' in a tourism master or development plan which has the sanction of the Govt.

In this view, the central objective of Tourism policy should be to achieve balanced and competitive tourism development, with the partial objectives of job creation, overcome regional backwardness, conservation of nature and heritage etc. For competitive development the following factors are important:

- The Value Added Effect: Through incorporation of local inputs, to retain increasing proportions of value added income.
- Transfer of Technology Effect: Increasing know how and technology incorporated in these services.
- Positive Foreign Exchange Effect: To propitiate inflows of foreign investment and simultaneously reduce the import content of tourism services.
- Enhancing The Employment Effect: By increasing the proportion of local workers to foreign staff.

Experience, however, shows that as the tourism industry draws on a country's infrastructure, the more developed and complex the rest of the economy, the greater are the economic gains and the power of the economy to retain the value added in the country.

To ensure a competitive Tourism growth, Tourism professionals and officials are to be encouraged to take an active part in the decision-making process.

For achieving rapid growth five key areas have been identified.

- 1. Socio-demographic factors of demand.
- 2. Technology development and changes.
- 3. Current trends in consumer behaviour.
- 4. Strategy of sustainable development.
- 5. Development and improvement of human resources.

These factors will determine international Tourism flows in the next decade.

We have to critique the existing thrust of our Tourism Policy and locate alternative within the reality of these factors. We have to see how these issues are going to increase the unequal trade in global tourism.

South Asian destinations have a marginal share of the International Tourism market and yet the 60's vision of the economic and developmental benefits and foreign exchange earnings from Tourism continue to dominate the developmental debate. Tourism is penetrating deeper into our political and economic thinking and our culture.

The Department of Tourism has accepted the US worldview that India is unsafe and has identified poor communications and bad

management as the reasons for our poor performance. We have no empowered subjectivity to determine the magnitude of Tourism flows and we accept the representative image of India that is promoted abroad.

Tourism Policy in India, which is conceived and pushed from the top, is always justified and legitimised by the yardstick of customer satisfaction.

In the 'free market' economies few needs are satisfied locally. Products originate in communities that cannot consume them. The determining factor is access to money and the empowerment it gives to the consumer. Tourism is an advanced form of consumerism that depends on the distant, unknown 'other' to supply it. It compels people who have unknown names and identities to sacrifice the means to meet their daily needs so that the affluent tourists can effortlessly reach out for whatever they desire – at their price.

An alternative tourism policy must reject this value system. It must stop being consumer centred. Its focus should be on that form of tourism that encourage an exchange of cultures and wealth, a sharing of skills and problems. This would include both domestic tourism and those international tourists who wish to come at the terms of the

destination. If India has developed resistance to tourism it is because the people at the destination have no role in decision-making or in the benefits from tourism.

We want a policy that does not reduce us to a 'field' for which our government has become the 'native informant' making value and cultural statements that are neither authentic nor representative for cultured. We want a policy that asserts our subjectivity in the context of unequal trade so that we do not subside the mass tourist and become victims of the travel trade.

Therefore, the Tourism Policy must be re-defined by peoples needs, peoples movements and peoples organisations, in co-operation with similar bodies and counterparts elsewhere.

# **CHAPTER-IV**

# EFFECTS OF TOURISM ON ECONOMY

Tourism Industry today is a great economic force. Its status as a major economic activity has been well established in almost all the nations of the world and in India too.

#### 4.1. ECONOMIC BENEFITS

The most important economic benefit of tourism is the earnings of foreign exchange. The receipts from international tourism provide a valuable source of earnings for many countries both developed as well as developing countries like India. However, the importance of earnings for developing countries is much more. Tourism provides more stable earnings than being provided by many other primary products, and hence is more preferable.

The major economic benefit in promoting the tourism industry has, therefore, tended to be the earnings of foreign exchange for the country. Income from international tourism in the form of foreign exchange earnings adds to the national income. For many developing countries, particularly the small countries which are mainly dependent upon primary products such as a few basic cash crops, tourism often

offers a more reliable source of income. Tourism is thus a very useful means of earnings primarily the much needed foreign currency. It is almost without any competitor as a source of earning for many developed as well as developing countries. Those earnings assume a great significance in the balance of payment calculations of a country. The balance of payments shows the relationship between a country's total payments to all other countries and total receipts from them.

The balance of payments shows the relationship between a country's total payments to all other countries and its total receipts from them. Payments and receipts on international accounts are of three types:

- 1. The visible balance of trade (relating to the import and export of goods).
- 2. Invisible items (relating to services such as shipping and insurance).
- 3. Capital transfers.

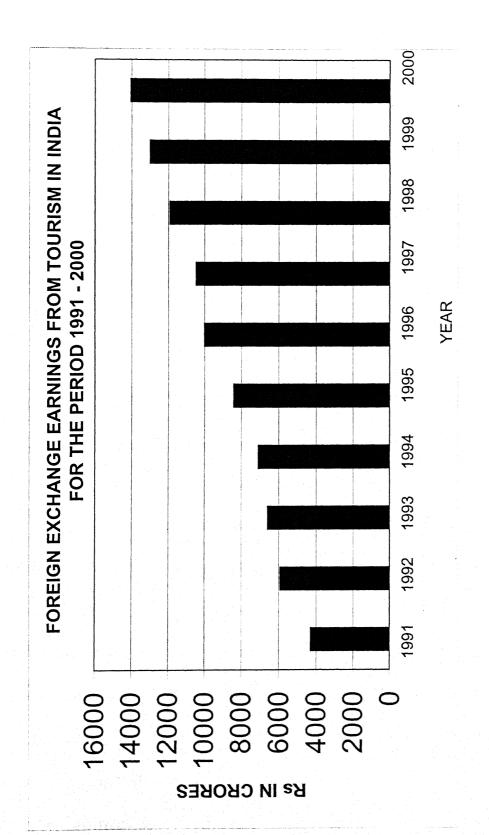
The receipts from foreign tourism form an 'invisible export' similar to other invisibles which come from transportation and shipping, banking and insurance, income on investments etc. Much attention is focused on tourism because of its potentially important contribution to, and also effect upon the balance of payments.

Estimates of foreign exchange earning from tourism are compiled by the Reserve Bank of India as a part of 'Balance of Payments Statistics'. The estimates are obtained by adding up (a) the total of all individual receipts of Rs.50,000/- and above each for travel and (b) the amount allocated for travel out of 'unclassified receipts'. The estimates of foreign exchange earnings from tourism since 1991 are given below:-

Year	Foreign Exchange Earnings	
	(Rs. In Crores)	
1991	4318	
1992	5951	
1993	6611	
1994	7129	
1995	8430	
1996	10046	
1997	10511	
1998	11950	
1999	13041	
2000	14408	

Source: Reserve Bank of India.

This has also been depicted graphically on the next page.



The share of India in world tourism receipts has been varying between 0.64% to 0.67% over the last few years. The comparative estimates are given below:

	World Travel	Travel receipts	Percentage
Year	Receipts in	in India	Share of India
	Billion US \$	(Million US \$)	
1991	277.6	1861	0.67
1992	315.8	2126	0.67
1993	324.1	2124	0.66
1994	354.0	2272	0.64
1995	405.8	2583	0.64
1996	435.6	2832	P.65
1997	439.7	2889	0.66
1998	441.8	2948	0.67
1999	455.5	3009	0.66

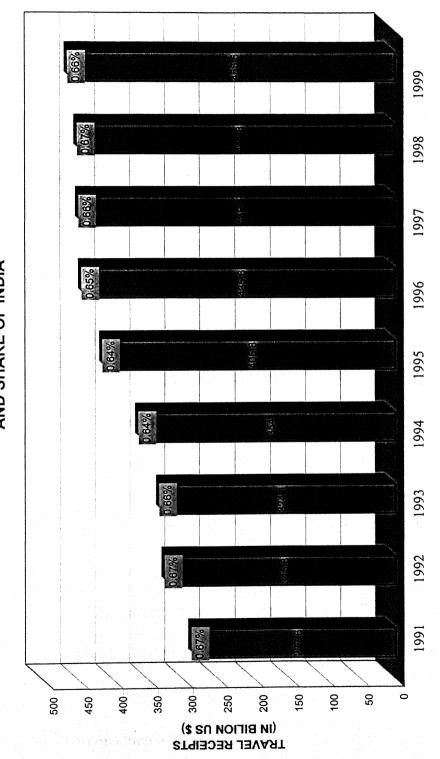
Source: World Tourism Organisation and Reserve Bank of India.

This has been depicted graphically on the next page.

### 4.2 EMPLOYMENT GENERATION

On the employment front also, tourism has may advantages. It provides employment directly and indirectly. For example one tourist according to rough estimates provides employment to three (3) people directly and nine (9) people indirectly. If the tourism is developed, hotels do well, travel agents do well, the seaports/sea transport carriers do well, the transporters in turn automobile industry and handicrafts etc. also grow enormously and do well and get the advantage of it. It can easily be illustrated in the following ways. When a tourist plans his

WORLD TRAVEL RECEIPTS FROM TOURISM 1991-1999 AND SHARE OF INDIA



visit and actually visits a destination of his choice it results in the following activities.

- 1. Foreign Travel Agent get Business.
- 2. Airline gets business.
- 3. Indian Travel Agent gets business.
- 4. Banks are contacted for foreign currency requirements.
- 5. Hotels are booked.
- 6. Communication system comes in force.
- 7. Transports are hired.
- 8. Guides are hired.
- 9. Handicrafts and other items are sold.
- 10. Cultural programmes are organized to show him the cultural heritage of the country.
- 11. Various other activities take Place.

In this way it generates much revenue and employment as well. The country does not have to send out the foreign exchange. As per the estimates of Department of Tourism, Govt. of India, tourism is the second largest source of foreign exchange earnings. Another important aspect of the industry is that it requires no raw-material, labour or overheads to produce a product and sell it to a tourist.

#### 4.3 TRICKLE DOWN EFFECT

Growth of travel and tourism sector generates larger income and employment for those who are directly involved. It is also expected that some secondary activities like retailing and small trading activities would spring up in the growth process. The tourism industry acts as a big boost to the primary producers, artisans, craftsman, factory workers and landscape architects, whose goods are consumed by the transits during their stay in our country. Tourists generally spend a major part of their expenditure on the organized sector activities which involves hotels carriers, restaurants and travel agencies. Still a substantial poor people, particularly in our country like number of porters/hawkers/rickshaw pullers and many other small time workers etc. also benefit by serving tourists. Indirect benefits are also generated for local poor like washerman, vegetable vendors and unskilled The multiplier effects of the tourist spendings create workers. secondary round of economic activities and a sizeable amount of income and employment is generated in the region or country.

## 4.4 THE MULTIPLIER EFFECT

It is difficult to estimate the economic impact of tourism in any meaningful and quantitative terms, but it is obvious that money spent by tourists goes into circulation and generates multiplier effect. The flow of money generated by tourists spendings multiplies as it passes through various sections of the economy. Tourism as a source of income is not easy to measure at least with any degree of accuracy. This is because of multiplier effect. The multiplier is a income concept. Basically the 'Multiplier' Effect measures the impact of extra expenditure introduced into an economy by a person (Tourist). In case of tourism this extra expenditure in a particular area can take various forms including the following:

- (1) Spending on goods and services by tourists visiting the areas.
- (2) Investments of external sources in tourism infrastructure or services.
- (3) Government spending on infrastructure in a region.
- (4) Export of goods stimulated by tourism.

The problem of unemployment are more acute in the developing countries like ours, but at the same time, tourism industry is highly labour intensive service industry and a valuable source of employment. We have used this industry to our benefit as a result of which today, it employs large number of people and provides wide range of jobs which extend from the unskilled to the highly specialized jobs. In addition to those involved in management there are a large number of specialist

personnel required to work as accountants, housekeepers, waiters, cooks, and entertainers, who in turn need a large number of semi-skilled workers such as porters, chamber maids, kitchen staff, gardeners etc. Tourism is also responsible for creating employment out side the industry i.e. those who supply goods and services to those directly involved in tourism for example those involved in furnishings and equipment industry souvenier industries, farming and food.

#### 4.5 INFRASTRUCTURE DEVELOPMENT

Development and improvement of infrastructure is another important benefit. The benefits from infrastructure investments justified primarily for tourism i.e. airport, railways, roads, water supply and other public utilities, may be widely shared by the other sectors of the economy. In addition to development of new infrastructure the improvement in the existing infrastructure which are undertaken in order to attract tourists is also of crucial importance. With these improvements the residential population of that area also takes advantages of the amenities provided there. A variety of other industries are also promoted which may not serve the needs of tourism. Thus, indirect tourist expenditure is responsible for stimulating other economic activities in the area. The tourist industry illustrates the elementary need for basic infrastructure. It has today the important

benefit of being able to profit from existing infrastructure and thus makes a decisive contribution to the growth of the national economy. The tourist traffic arising from international and national tourism, represents a reward for the capital invested and contributes to the financial efforts required for maintenance of that particular area.

#### 4.6 REGIONAL DEVELOPMENT

There is another important domestic effect which relates to the regional aspects of Tourist expenditure. These type of expenditures are of Special Significance which are spent on the areas which are relatively isolated, economically under developed unemployment problems. The underdeveloped regions of the country from tourism development. can greatly benefit Many of the economically backward regions contain areas of high scenic beauty and of cultural attractions. These areas, if developed for use by tourists can bring in a lot of prosperity to the local people. Tourism development in these regions may become a significant factor in redressing regional imbalances in employment and income. Tourist expenditure at a particular tourist area greatly helps the development of the area around it. Many countries both developed as well as developing have realized this aspect of tourism development and are creating and developing

tourist facilities in underdeveloped regions with a view to bringing prosperity there.

KHAJURAHO IN INDIA is an example of one such region, which is now an internationally famous tourist spot. Khajuraho a remote and unknown small village about thirty years ago is now on the world tourist map attracting thousands of tourists both domestic as well as international. As a result of that, today Indian Airlines flies a jet plane between the capital city of New Delhi and Khajuraho which is normally a packed flight. Thousands of tourists visit the place by Air, Rail and Road transport every day to see the architectural beauty of temples and erotic sculptures whose creators were the Chandola Kings, who remained in North India from the 9<sup>th</sup> to the 13<sup>th</sup> Century. Today 22 glorious temples remain, perhaps, the most classic Indian architecture, wreathed in seemingly living culture. Together they represent the finest expression of the art of Medieval India.

The area around Khajuraho is now pulsating with life. The place has provided employment to hundreds of local people in hotels and shops. Due to this, clay model industry devoted to making replicas of famous temple sculptures is now doing thriving business. A number of shops dealing with items of presentation, handlooms, and handicrafts

have created jobs for many. As a result of this local people have started earning an additional income which has resulted in their increased prosperity. The subsequent development in the area around Khajuraho has provided additional employment opportunities resulting in general prosperity of the people in the area.

Khajuraho would have remained a remote unknown village if it would not have been developed as a tourist spot. Many such areas of tourist interest where industrial development is out of question because of distance from productive markets, lack of raw materials and transport facilities, scarcity of power, water etc. can greatly benefit if they have potential for tourism and are developed properly. These areas, if developed for tourism, can provide a lot of prosperity in the region and can provide jobs for a large number of unskilled workers. We must keep on identifying these types of areas of tourist interest and should develop them, which in-turn will become a great asset to the region in particular and to the country as a whole.

## 4.7 INTERNATIONAL UNDERSTANDING

Improving international understanding is another major area where tourism has always played a major role. Tourism can be a vehicle for international understanding by way of bringing diverse

people face to face. It has been cited as a major contributor to international goodwill and as a prime means of developing social and cultural understanding among all peoples of the world. The interaction of a large number of people with the local population of the country visited results in making friends and goes a long way in increasing friendships. People belonging to different countries, practicing different life styles and speaking different languages come together to become friends. Tourism can greatly enrich and promote friendship and goodwill. There is a mingling of cultures which has positive Tourism helps to break down prejudices, barriers and effects. suspicions that exist between nations. The very best way of getting to know another country is to go there and when lot of numbers travel for tourism, the narrow rigid boundaries that keep people in cocoons disappear and they come out. Thus, a positive move towards better international understanding beings to operate. Business delegations meet each other and explore new avenues. Import, Export and trading of products gets a new direction. Tourism thus is not only an economic activity of importance but it is an important medium of social and cultural development and also of promoting lasting goodwill and friendship among the nations of the world. It also helps in the regional development of the country. In the long run, the most important

contribution of tourism is developing understanding among varied cultures and life styles.

Unfortunately, the developing nations of the world still enjoy only a very small fraction of the total tourism turnover in the world e.g. India only accounts for 0.67% of the world's turnover. This has to be remedied by promoting tourism. Ways and means have been discussed in the next chapter. Tourism is the most pleasant & effective way of transferring surplus resources from affluent to the developing societies Development of tourism, particularly in developing of the world. nations, helps in generation of lot of resources that are required for the development of the country. Within the country also tourism can become a major economic factor. Through multiplier effect every unit of money spent in tourism circulates in the economy, bringing an increasing area of benefit to the people concerned. In India, where economic development and the battle against poverty must get the highest priority, tourism can be a very positive and a very definite factor for growth.

# **CHAPTER V**

## PROMOTION OF TOURISM IN INDIA

#### 5.1 INTRODUCTION

Tourism has become a global phenomenon in the last 30 years. Tourism is the world's most promising foreign exchange earner. The vastness of the market, its unpredictability, the diversity, the involvement of large number of people, the financial and sociological benefits to be gained have made this industry the most competitive markets in the world.

In old times, tourism was privilege of the few rich who travelled to acquire culture and respectability. Vis-à-vis this, the common man travel has now become a form of relaxation needed by modern man. Tourism offers a solution to the present day problem of the use of the leisure time. Increased leisure is now available to almost all classes of our society. It fulfils the aspirations and is a menu for enrichment of the quality of life. It is no more a compulsive travel for the sake of pilgrimage or the like. It has acquired much wider proportions. All those with not even enough money venture to travel these days though economically. And for others it has came to stay in the main stream.

Vacation and the concept of weekends has brought tourism as a part of their life. Though for some its relaxation while for others it is acquiring knowledge through travel and there are those also who combine leisure with business. Some of the great historical monuments happen to be located in remote places lacking resources. Tourism can re-generate the development of these areas.

Tourism has today achieved the status of an industry and has become more than a cultural pilgrimage. Realising the various socio-economic benefits of tourism, Governments in all countries are competing with each other in selling "tourism & travel" concept; its history, culture, sunshine, snow and sands to people all over the world.

People with increased disposable incomes are showing interest in holidays, and are warming up to the idea of travelling and sight-seeing.

Globally, tourism is one of the fastest growing industries, accounting for about 7% of the total capital investment of the world. As per the projections of the World Tourism Organisation (WTO), by the year 2001, 661 million people will cross international borders for holidays.

The Asia-Pacific region has been identified as the number one emerging region in this industry with an estimated growth of 7.8% annually. By the year 2005 the annual earnings are likely to touch \$2000 billion in this region, whereas the global annual earnings of this industry are estimated to be \$7200 billion.

Within the Asia- Pacific region, the Indian sub-continent is well poised to take advantage of the boom in the tourism sector.

India is a vast country with a history that goes back 5000 years. Its vast geographical diversity, rich cultural heritage, fair& festivals, snow capped mountains, a vast coastline, monumental attractions that span the entire country offer tremendous potential for tourism.

India is an ancient civilization with an impressive lineage and over the centuries it has amassed a tremendous wealth of grandeur and majesty. It is a fairy tale land of majestic palaces, fortresses, mighty mountains, gorgeous rivers, water falls and a vast array of golden beaches that dot an enviable coast line, washed by two seas and an ocean. It is also a land of varied rich culture, art and aesthetics in bewildering variety of moods, forms and manifestations. In India one can meander through lands steeped in chivalry and pageantry that begin

before recorded history, can explore modern cities that have grown organically from the roots of a multi-hued past, can make a pilgrimage to holy shrines that echo with tales of antiquity, can sport with adventure in style, whether on land, sea or air, can explore the jungles for a fascinating world at a diverse array of wildlife sanctuaries and national parks and many more.

India, a low cost destination, continues to exert its mersmerising pull not only on the world tourist, but the Indian tourist has also been bitten by the travel bug. India's share in world tourism which is a meagre 0.2% as of date is expected to touch 1-2% by the year 2005. As per the Hospitality and Tourism industry projections the rise in foreign tourists to India are expected to touch 5 million and the domestic tourists are projected to touch 90 million by the year 2001.

Still India remains as an enigma and is undiscovered by many international tourists. It does not fall in their list of destinations of choice due to a variety of reasons. The reasons for poor performance of India can be identified as:-

- (i) Inadequate infrastructure,
- (ii) Poor communication system,
- (iii) Erratic power supply,

- (iv) Poor sewerage & water supplies,
- (v) Shortage of accommodation,
- (vi) Shortage of trained & educated tourist guides,
- (vii) Unsatisfactory functioning of our tourism offices abroad,
- (viii) Difficulties faced by tourist in completing visa formalities, and
- (ix) Distance from major tourist destinations.

The other factors which contributed to fewer tourist arrivals in the recent past are political unrest in some regions specially in Kashmir Valley which has traditionally been a major tourist attraction for tourists all over the world. The International tourists is unaware of the rich cultural heritage of India and the amount of excitement and pleasure, the India can offer them. A large impact has to be made in the Indian Tourism Industry to make it more and more attractive for the international tourists.

In the early fifties, the Government of India decided to promote tourism as it was considered a good business proposition from the experience of Europe where it had helped to re-build the war-torn economies with the tourist dollar earned from the Americans. While starting tourism promotion in a small way, the Government of India had no clear objectives in terms of marketing. It is now well understood

that marketing is required to bring about an awareness of the product in the minds of the consumers. This is done by way of promotion.

Tourism promotion is one of the elements of the marketing mix and an important tool for marketing. The purpose of tourism promotion is to inform, persuade, to encourage or, more specifically, to influence the potential customers and all other related persons or services like travel agents, tour operators, reservation services, hotel and charter brokers through communications to think and to act in a certain manner. The basic function of all tourist promotion activities is to have an effective communication with the consumer. The consumer must be aware of the existence of a tourist product. To bring this awareness to the mind of consumers, various methods like advertising, sales support and public relations are used. These are the three marketing tools which has to be used by any organisation to give information to actual as well as potential customer (tourist).

# 5.2 ROLE OF ADVERTISING IN PROMOTION OF TOURISM

5.2.1 Advertising is one of the major tools used by any organization to direct persuasive communication to target audience & general public.It consists of non-personal form of communication conducted through

paid media under clear sponsorship. The money spent on advertising goes into various media, magazine and newspapers space, radio and television, outdoor displays (posters signs, sky writing) direct mail, novalties (matchboxes, blotters, calendars), cards (cars, buses), catalogues directories and circulars. In tourism industry this is of immense importance. There are several inherent advantages in this method.

The tourism organizations have to take five decisions in developing an advertising programme.

- (1) Setting the Tourism Advertising objectives.
- (2) Deciding on the Advertising Budget.
- (3) Deciding on the Message.
- (4) Deciding on the Media.
- (5) Evaluating Tourism advertising effectiveness.

# 5.2.1.1 Setting the Tourism Advertising objectives.

The first step in developing tourism advertising programme is to set the advertising objectives. The possible advertising objectives are the following:

(i) To inform: The aim of this is to tell the market/people/consumers about new tourism destinations, suggesting to visit them, and to inform the prices to the tourists to

generate interest in the tourist to enable them to plan visit to these places. This helps in describing available services, correcting false impressions, reducing consumers fears and building destinations image.

- (ii) To persuade: The aim of this is to persuade the consumers (tourists) to visit the advertised places or tourist products or at least persuade them to consider visiting the advertised tourist destination. This helps in building primary demand.
- (iii) To remind: The aim of this is to keep on reminding continuously the consumers about the product so that when ever the need arises for travel, they may give thought to visit that particular advertised site. Once they decide to visit that place in a particular season then the enquiry is generated which can be converted into selling the destination. It helps consumer to think continuously about the advertised subject/or product.

# 5.2.1.2 Deciding on the Tourism Advertising Budget

Once the objectives are determined, the organization proceeds further to establish its advertising budget for each product. Here the basic role of advertising is to shift upward the products demand curve, accordingly the tourism organization plans to spend money out of its budget to achieve the ultimate goal of creating product awareness.

# 5.2.1.3 Deciding on message

The advertisers are required to evaluate the possible messages. Basically message must first say something desirable or interesting about the product. The message must also say something exclusive or distinctive that does not apply to everything in the product category and we must ensure that message should be believable or provable. The message's impact depends not only upon what is said, about a place of interest or product but also on how it is said. The advertiser has to put the message across in such a way that it wins the target audience's The message execution is also gaining an attention and interest. importance for tourism advertising which is different from the consumable products. The creative people have to give some new style, tone, words, text, and format for executing the message. communicator must also choose an appropriate tone and memorable and attention seeking words for the advertisement. The objective is to present the advertisers message in such a way that illustration may lead the reader to favourable considerations of the advertisement. important characteristics of an effective message are :-

(1) Information: it should be adequate for a decision.

- (2) Interest: it should be able to catch the attention of the largest audience.
- (3) Authenticity: it should avoid exaggerated claims about a place of tourism in particular.
- (4) Persuasive: it should be capable of creating a favourable conviction in the minds of the target audience.
- (5) Money value: it should have something in it which can help the target consumer to remember it.

## 5.2.1.4 Deciding on the media

A careful attention should be given in selecting the media for advertising. The aim of media selection is to find out the most cost-effective way to deliver the desired number of exposures to the target audience. The effect of exposure on audience depends on the exposures reach, frequency and impact.

The media planning challenge is really great because with a given budget the most cost effective combination of reach, frequency, and impact is to be chosen. It is believed that the target audience needs a large number of exposures for the advertising to work. They feel that after people see the same advertisement a few times, they either act on or it goes off like that. The media planner has to know the capacity of the major media types to deliver reach, frequency, and impact. The

major media types, in order of their advertising volume are given below:

- (i) Newspapers (Newspapers of international repute)
- (ii) Television.
- (iii) Direct mail.
- (iv) Radio.
- (v) Travel trade magazines and journals.
- (vi) Outdoor bill boards.

Each medium has certain advantages and limitations. Media planners make their choice among these media categories depending upon:-

- Media habits of target audience.
- Product characteristics (tourism).
- Message related to tourism.
- Cost of media.

Now, the media planners chooses the specific media vehicles that are most cost effective. The media planners are now using much more sophisticated measures of media effectiveness and employ various mathematical methods and use computer programme to select the best media mix.

Specially in case of Tourism Industry, the advertisers have to decide to schedule the advertising over the year in relation to seasonality of that particular Country or State.

# 5.2.1.5 Evaluating advertising effectiveness

Good planning and control of advertising depends critically on measures of advertising effectiveness. In todays world advertising through any media has become extremely expensive. In view of this, it becomes very important for the agency to ensure that the money spent on it does bring fruitful returns by way of increased sales or awareness about newly created tourism interest projects. This is done by way of evaluating or testing the effectiveness of advertising. Various testing methods may be used to evaluate the results of an advertising campaign. By evaluating and analyzing the effectiveness of advertisements that have been used, future advertisements may be improved. In some cases pretesting of advertisements is also done to prevent any future losses.

Advertising being the powerful instrument of modern marketing has only recently been used extensively for promotion of tourism in India. This is a far cry from the era when colourful folders and posters were the only apparent form of travel promotion. In the field of tourism, advertising is mainly used to create initial awareness and

interest of the traveler in the tourist service or in promotion of destination, so that the potential tourists decide to visit and make enquires about travel costs, bookings and other available facilities, etc.

For a country like India who is trying to attract tourists, in principle two forms of advertising can be used:-

- (1) Consumer advertising.
- (2) Trade advertising.

## 5.2.2 Consumer advertising

Advertising plays a crucial role in marketing a tourist product. To reach wide number of consumers, we may have to use advertisement in newspapers, radio spots, prime time T.V. advertising etc. which is very expensive, for a developing country like India. So it becomes difficult to go ahead with limited resources of available funds. On the other hand, the indirect form of advertising is a very economical method.

### 5.2.3 Trade advertising

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A tourist for various reasons chooses to travel as a member of a group as opposed to traveling individually. The large number of big tour operators have established their offices in potential markets and they put together tour packages in which the tourist merely pays one

package price for all the services and he is assured of a perfect holiday. These type of packages are then sold in retail by numerous smaller travel agents located in various market areas and the result is that a group is formed. The media used to achieve this is large scale advertising in trade journals, travel guides and travel sections of some newspapers.

# 5.2.4 Steps in Planning an tourism advertising campaign

Various steps involved in planning an tourism advertising campaign are :-

- Defining the product (destination).
- Defining the market segments.
- Interpreting the marketing objectives.
- Planning the advertising campaign.
- Implementing the campaign.
- Assessing the Impact of Campaign.

## 5.2.4.1 Defining the Product

Before we develop any communication of advertising for a product (destination), it is essential to know the benefits which the product offers to consumers (tourists), since people think of the benefits they derive while using them. For example, travel can offer rest,

relaxation and glamour. We must look at the product through the mind and eyes of the user. This at times may require us to conduct research amongst users or prospective users to find out their preferences. We can assess their knowledge attitude and uses of competitive or substitute products to find out strengths and weakness of our product. After defining the product benefits we have to study them in relation to other factors i.e. the relative importance to the consumer of the several product benefits - the more important the benefit the greater its motivating values and the relative position of ones own product and substitute product with regard to these product benefits - to create a unique and memorable message. The main ideas or benefits should be as distinctive and different from others as possible.

### 5.2.4.2 Defining the market segments

Once we have a product and we know what users expect or want from it, then comes the turn of locating the users for the same.

#### Consumer Information

This will include various types of information on consumer like type of consumer - number, sex, age, socio-economic profile; location of the consumer - cities, small towns, rural areas; geographic distribution - regional variations in the market spread; shopping habits - amount and size of individual purchases, frequency of purchase and

regularity of purchase and decision making – in case of the tourism - person responsible for making a decision regarding selecting a particular destination to visit to acquire knowledge etc. about the same.

#### Distribution Information

Types of outlets, number of such outlets, location of outlets in different cities, towns and rural markets and the Travel Agencies role in selling the tourist destination.

#### Sales Information

The trend over the years and any significant changes that may have occurred in different geographic areas and the reasons for these changes. Seasonal variations may be related to weather, festivals, other local and national reasons. This will provide us with the knowledge of the dimension of the market and will enable us to assess the markets which are of greater importance.

#### Attitude Segmentation

This relates to segmenting the market by the user motivation. For example, some people travel more often than others. These groups may be termed as heavy user group. In most of the cases this would not be the usual socio-economic categorisation that distinguishes them.

This may be termed as attitude segmentation.

# 5.2.4.3 Interpreting the tourism marketing objectives

The marketing objective should give the detailed plan for marketing the tourism project in coming year and for few years ahead. These plans would cover the item like sales target for the coming year which can further be broken down in regional targets, distribution, merchandising and sales promotion activities planned to support the sales increase (tourist arrivals), role to be played by advertising in creating consumers and the inhibiting factors which will work to prevent us from achieving the target, competitive products and their advertising, consumer attitudes etc. It is important to note that the formulation of products, packaging and pricing, distribution and availability are all of vital importance in the marketing operation. All that advertising can do is to bring consumer to the point of sale. But if the product is not properly made, packaged or priced, it is quite possible that the sales effect of the advertising will not be seen. Similarly, in the case of tourism, if the destinations are not properly advertised they may not generate the interest of tourist, and in turn it may not have sufficient traffic.

## 5.2.4.4 Planning an Advertising Campaign

After knowing the product to be sold, prospective buyers, their location and the mode of making the product available to them, our

objective is to create an advertising campaign which will reach target audience and motivate them to buy the product. This can be covered under two aspects:

#### Creative Strategies

To transform the proposition into the idea which is to be communicated we have to use creativity by using skilled craftsmanship of advertisement. Media people, production people and creative people are involved in this area. Creative interpretation of the idea is always required to promote the product.

#### Media Plan

While creativity is required for development of an idea into advertising material, media plan is required to carry out advertising messages. The media can be classified into media which are read, seen or heard by the consumer like newspapers, magazines, radio programmes, TV programmes etc. or the media which is of a reminder type like outdoor media, hoardings, transportation sign, posters, kiosks, neon sign etc. which are noticed while passing through. They obtain consumer exposure due to the fact that the consumers living habits require him to pass through them. Media planners have to create a media mix depending upon the target audience to be reached - its reading or media exposure habit and its location and movement and

shopping habits and the product to be promoted and used by the target audience.

## 5.2.4.5 Implementing the Campaign

Once the advertising campaign has been approved in terms of creativity strategy and media plan, we have to apply different methods to implement the campaign in the manner in which planned. These range from the preparation of press advertisement material to the production of TV and film commercial, recording of radio spots and production of some material etc. We have also to plan in terms of preparing estimates, schedules and release orders for press, cinema, radio and other media. The right time should be chosen so that the plan is successfully launched.

## 5.2.4.6 Assessing the Impact and Value of a Campaign

The impact of an advertising campaign should be assessed by the extent to which it results in changing the attitude of the selected target consumers. The information compiled to assess the impact value shall consist of awareness; extent of shift in the degree of awareness, attitude dimension - extent to which right attitude has been communicated and accepted; actual increase in purchase of product and repurchase of the product. Pretesting of advertisement is also one of the techniques used for advertising testing. This is done by assessing the communication

value of an advertisement in advance of the actual release or screening. This can also help in forecasting the change in attitude which the campaign can achieve.

### 5.3 SALES SUPPORT

Sales support is another important marketing tool in promoting tourism. In the area of tourism, it is considered to be the set of all those promotional activities which are designed to transmit to the public and to the travel trade, specific and detailed information aspects like transport, accommodation, prices, tourist attractions etc. concerning the tourist services to be promoted in the tourist markets.

- 5.3.1 The basic aim of the sales support activities of Deptt.Of Tourism is:-
  - (A) to inform the Customers(Tourists) about the trade intermediaries, travel agents, tour operators, airlines, etc. and the services available and their effective prices and quality, etc.
  - (B) to assist the country's tourism department in selling the service to the ultimate customer.
  - (C) to motivate them to devote a sufficient level of sales activity to the service promoted.

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National and regional tourist organisations as well as tourist service enterprises and tour operators recognise fully well that their sales and profit depend to a very large extent on the support and assistance they provide to travel agents and also the way in which they motivate travel agents. This is done by way of sales support activities. In order to be able to sell a service (a room in a hotel, seat in an airline) or a destination to the prospective tourists, travel agents or other sales intermediaries need to be aware of certain factual information which includes:

- (i) The country's tourist facilities like existing as well as new establishments, accommodation capacities, price schedules for various services.
- (ii) Various travel regulations and formalities such as visa regulations including different certificates needed, custom rules, rates of exchange for currency.
- (iii) The various transport and communication services available. The schedules of airlines, railways, road transport services, shipping services (where available), their rates.
- (iv) Weather conditions at different times of the year, and types of clothing required during different seasons.
- (v) The utilisation (occupancy rates) of existing tourist facilities at different times of the year.

(vi) Plans for opening of new destinations, hotels, transport routes (railways, airlines, etc.) and also plans for expansion of existing tourist facilities.

As a result of advertising, demand in the form of enquiries made by potential tourists, travel agents and other intermediaries is created. The potential tourists, travel agents and other intermediaries then require in addition to the type of information, materials such as brochures, folders, booklets, guidebooks, directories, maps and illustrations in order to be able to transform demand into definite Most of the above material is meant for distribution to bookings. potential tourists by the travel agents and other sales intermediaries like tour operators, airlines, etc., either directly or through mail. Almost all the tourist organisations and tourist service enterprises produce the material extensively and make use of it by way of distributing it to travel agents, tour operators, etc. Tourist sales intermediaries on their own also produce sales support material for distribution to potential tourists (customers).

## 5.3.2 Sales Support Techniques

Sales support techniques can be grouped into the following two main areas:

(i) Printed material.

- (ii) Special offers.
- 5.3.2.1 Printed material includes brochure, folder, direct mail material, display material etc.

#### **Brochure**

The tour operator's brochure is the most vital marketing, promotional tool. Since tourism is an intangible product, which cannot be seen or inspected by the customer prior to purchase, the brochure becomes the principal means of both informing them about the product and also persuading them to buy the product. Brochure is a document bound in the form of a booklet. It is a voluminous publication with special emphasis on the quality of paper, the reproduction of illustrations, graphic design of the cover and the layout of the pages. Special emphasis is laid on the quality of the paper and the printing.

In view of the quality, the brochure represents a major proportion of a tour operator's marketing budget. Larger companies get their brochure designed and prepared either in their own advertisement departments or in conjunction with the design studio of their advertising agent.

The brochure contains a comprehensive and detailed information about a destination including cruises, bus tours, safaries, charter

vacations etc. with colour photographs regarding all the destinations which a company is promoting. Detailed information about hotels, weather conditions, frontier formalities etc. is also given. The price of various tours is invariably mentioned along with the dates when tours take place. Established tour operating companies, however, take great care while designing their tour brochures. The following are some important features of Brochure which make it attractive and in turn help in promoting the tourism.

- (i) Quality of paper.
- (ii) Layout.
- (iii) Quality of printing.
- (iv) Photography.
- (v) Detailed itineraries.
- (vi) Special features.
- (vii) Weather conditions.
- (viii) Maps of areas.
- (ix) Tour conditions.
- (x) Tips.

### **Folder**

A folder is a single piece of illustrated paper which can be folded.

It is perhaps, the most widely used sales tool by official tourist

organisations and by tourism service enterprises. It can be used alone or in conjunction with a sales letter. It is less expensive and can be used in a variety of ways.

In case of Shell folders they are blank folders interspersed with pre-printed photographs and are provided free or at a low cost by airlines or national tourist offices to encourage tour operators/travel agents to run programmes using their services or destinations. Tour operators/travel agents can overprint a suitable text describing their programmes.

#### Sales Letter

It is a direct mail material. It is a tool through which an attempt is made to gain agreement or favourable action towards a product. The sales letter offers many opportunities for selling travel services. These could be used alone or in combination with travel brochure or folders. These are sent out to those people whose addresses have been selected according to the likelihood of their being potential users of the services offered. A proper mailing list is a pre-requisite for effective use of this tool. Sales letters require very little time to prepare and to distribute. The effectiveness of a sales letter can be measured very rapidly from the response it draws. This is done by way of a reply card which is

included with which the recipient can request further information and also travel literature.

## **Display Material**

Display material includes posters, dispensers for sales literature, cardboard stands, articles of handicrafts ,exhibits, etc. This material is used in the agency's office or in the travel agent's sales rooms. The material is displayed in such a way that it attracts the attention of a visitor as soon as he enters the office. In many cases, cinema slides are also used, either fixed or on an automatic projector for display purposes.

## **5.3.2.2** Special Offers

The tourist industry has also started to adopt these techniques as an additional sales support tool. Reduced airfares for students, 'affinity groups' special off-season rates at hotels and tourist resorts are the examples of some of the special offers in the tourist industry.

#### Newsletters

Newsletter is yet another important promotional medium utilised extensively by tourism organisations. Its main purpose is to get the organisation's message across. A newsletter can be considered to be a major advertising medium. It is a personal reminder to regular clients that a company is still in business. Newsletters are also the best

possible instruments for image building. The strength of the newsletters is in the continuity they create.

Published monthly, a newsletter maintains a running dialogue with customers.

Mailing of newsletters should be done often enough to maintain the agency's identity with readers. In fact, it should be so frequent and regular that customers look forward to it and, in fact, even miss when they don't get it. At least four mailings a year are required to maintain identity and continuity.

Newsletters should have short and crisp paragraphs with clear photographs to illustrate or document a story. Layout must have a good look so that the message is readable and pleasing to look at.

In general newsletters should address to readers in their own frame of reference. Each idea or expression should be spelled out. A professional journalist is not required to write a newsletter. However, a copy should be clear, crisp and colourful. Even the best newsletter will lose much of their impact if mailing lists are not kept up-to-date. There should be a proper system through which these could be regularly updated. A responsibility should be fixed on someone in the organisation for this. It is necessary to get a regular feedback from the

clients regarding the newsletter. This would ensure whether the newsletter is being received or not as also the interest clients are having in it.

### 5.4 PUBLIC RELATIONS

Public relations is the art and science of planning and implementing honest, two way communication and understanding between a company or an organization and the many different groups with which it is concerned in course of its operation. Basically the main function of public relations is to inform public about the activities of an organization.

#### 5.4.1 Public relations in tourism

In the field of tourism, Public Relations assumes special significance because of its peculiar nature of the industry and its products. We need to make complete information and facts available to both potential and actual tourists. In fact, no business is more concerned with human relations than the business of tourism. Public relations in tourism is used to create and maintain a positive image for a country, and of a tourist destination in the minds of people who are in a position to influence public opinion or the minds of sales intermediaries.

Associated and brown after

People who can influence public opinion are:-

- Journalists
- News editors
- Travel writers

Sales intermediaries are:-

- Travel agents
- Tour operators

Public Relations is oriented towards creating and maintaining an atmosphere by which traveling public at large is convinced of the advantages of visiting the country concerned.

Public relations is one of the important functions of the official tourist organization. The objective of public relations in the field of tourism is divided into two parts:-

- (i) The dissemination of information,
- (ii) The creation of a favourable image for the tourist products/

Public relations make use of several communication techniques like:-

- (i) News and feature stories
- (ii) Press releases
- (iii) Films and slides
- (iv) Booklets and brochures

- (v) Attractive photographs, displays and exhibits
- (vi) Advertising
- (vii) House journals
- (viii) Radio & T.V. scripts
- (ix) News letters
- (x) Stockholders reports.

Public relation is a major tool used for promoting tourism in India, which consists of a number of inter-related activities oriented towards creating and maintaining a favourable positive image of the tourist product. These are listed below:-

- (1) Organising familiarization tours for travel writers, editors, travel agents, photographers and other key personnel from different parts of the world as guests to visit our country and to get first hand knowledge about it. These persons then write about the country visited in the well know travel and other general interest magazines and newspapers.
- Organising radio and television contests featuring the destination of country.
- Organising Press Releases arranging press conferences with key personnel connected with the tourism field with a view to disseminate information about the destination.

- (v) Attractive photographs, displays and exhibits
- (vi) Advertising
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- (2) Organising radio and television contests featuring the destination of country.
- (3) Organising Press Releases arranging press conferences with key personnel connected with the tourism field with a view to disseminate information about the destination.

- (4) Arranging seminars and work shops in the place where the tourist promotion office is located.
- (5) Organising cultural programme, musical and folk shows, T.V. interviews, exhibitions and national friendship weeks in the country where national tourist office is located.
- (6) Organising various types of contests about the country.
- (7) Encouraging large departmental stores, organizers of fashion shows and manufacturing companies to project the country or a part of the country as a promotion show case in their premises.

## 5.4.2 Role of public relation agency in promotion of tourism

Many countries of the world as well as India, hire the services of Public Relations agency to handle their work of public relations as an additional arm of an existing Public Relations department. In the field of tourism, a number of national tourist organizations have been taking the services of Public Relations Agencies to promote tourism and take advantage of the world tourist markets. The tourist destinations have recently become increasingly competitive for tourists and visitors from various tourist generating markets. It is a well known fact that all those countries which appear to be attracting the largest number of tourists are succeeding because they market their country's attractions to the right potential travelers professionally and systematically as well as

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positively. Much of their success can be attributed to a direct result of positive and competent public relations efforts. Public Relations Agencies play a significant role in assisting a country in getting a larger share of tourist traffic provided they do their job properly.

Public relations properly planned and executed through a public relations agency in a tourist generating market can present a country in a favourable light and help in the country's efforts to attract more tourists. This effort also goes a long way in positioning our country as a nation whose people welcome tourists, whose hotels and resorts, transportation systems are accommodating and efficient and whose history and culture are fascinating.

Public relations agencies take up specific area on behalf of the organization to build the image of the country and its tourism environment. Following are the points which are taken into consideration by Public Relations agencies in the field of tourism and its promotion.

## (a) Audience (Non-media)

- 1. Individual consumer travelers.
- Special interest travelers.
- 3. The travel trade industry-travel agents, in particular.

Charles New York

- 4. Business travelers.
- 5. Corporate travel managers.
- 6. Meeting planners.

#### (b) Media Audience

- 1. Consumer travel magazines and newsletters.
- 2. General interest publications (consumer).
- Consumer newspapers (particularly those which contain travel sections) - both metropolitan dailies and suburban weeklies and dailies.
- 4. Travel trade publications.
- 5. Broadcast both radio and television when appropriate and on a 'selected' basis.
- Special interest publications which deal with recreational or sports activities, entertainment, architecture, and the like.

## (c) Implementation and General Activities.

- In-depth discussion of the country's current and future plans, its marketing goals, its research findings, and its specific problems.
- 2. A review of country's consumer and trade media placements over the past two years.

- Coordinating public relations efforts with advertising sales and marketing personnel.
- 4. Establishing methods of contact getting information from all those entities which participate in the country's programmes of tourism.
- 5. Exchanging ideas and information.
- Obtaining MTO opinion and approval on placement ideas and on all materials for editorial submission.
- 7. Reporting actions and results to MTO on a periodic basis.
- 8. Writing with experience, style, clarity and command of the country's many dimensions.
- Determining media needs with regard to tourism in the country.
- Providing media writers, reporters and editors with current data and background information on country.
- Providing media with story ideas as well as with finished product news releases and feature stories.
- 12. Knowing consumer and trade media requirements so that information about the country is presented timely in an understandable manner.
- 13. Arranging media interviews with MTO personnel and with "personalities" from the country.

- Coordinating and advising on visits to country by media personnel.
- 15. Assisting the travel agent with familiarization trips.
- 16. Participating with MTO in domestic and foreign trade and association shows, conventions, seminars and the like.
- 17. Coordinating with tourism officials, tour operators and airline and hotel personnel, as pertinent to related MTO goals and activities.
- 18. Updating and keeping current press/information kit.

#### (d) Media Activities

To ensure continued and complete exposure to all travel and tourism industry trade publications available in the market, placement of future stories about the country in a variety of consumer publications with particular emphasis on travel and travel oriented magazines media activities are required. Now a days, more and more time is devoted to travel subject in radio & T.V. broadcastings which helps directly in promoting tourism. During press conferences also an information kit is distributed which gives a complete information about country's tourism.

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#### 5.5 TOURIST PUBLICITY

Another major promotion tool is publicity. Publicity involves securing editorial space. Publicity results can some times be spectacular. Publicity is used to promote anything like brands, products, persons, places, ideas, activities, organizations and even nations. Many nations have used publicity to attract more tourists, foreign investment and international support. Publicity creates a memorable impact on public awareness at a fraction of the cost of advertising. The organisation does not pay for the space or time in the media. It pays for a staff to develop and circulate the stories. Furthermore, it has more credibility than advertising, but at the same time implementing publicity programme requires extra care. Thus publicity can contribute in number of ways to the overall promotion programme.

Tourist publicity is used to disseminate the information without charge and has a news value in order to inform the prospect about a particular product. This includes regular publicity stories and photographs in the newspapers, travel editorials in travel magazines and journals, release of stories in magazines, preparation of good quality stories on a particular destination and news releases to travel trade

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magazines on items of interest to the travel industry. All this in turn helps promoting tourism directly.

#### 5.6 TRAVEL TRADE FAIRS AND EXHIBITIONS

The first attempt to establish and organise fairs especially for the travel trade were made in the late 1950's. The first Travel Trade Fair known as International Tourisms Borse (ITB) was held in the year 1967 in Berlin. Basically, participation in International / National Travel Fairs and Exhibitions gives an opportunity to meet a large number of consumers, exhibitors from different countries at one place. It helps in studying the market trends and to compare the quality of services provided by the other players of the travel trade. Participation in the fairs and exhibition is used as a major tool to promote tourism in India and abroad. The main objective of travel fairs and exhibitions for the tourist industry are two fold.

- (1) The purpose of participation in Travel Fairs is to enable travel agents and tour operators, hotels, carriers, and national tourist offices to establish contact with their markets and especially with the travelling public which directly helps them to promote their programmes and services.
- (2) The purpose of participation in Trade Fairs and exhibitions is to create opportunities for contact and business discussions, contact

negotiations in persons and exchange of information with in the industry. Looking at the advantages the organisation of travel trade fairs especially in major travel generating as well as receiving countries has become a regular annual event.

Major International Travel Trade Fairs are listed below:-

- (i) International Tourisms Borse (ITB), Berlin.
- (ii) World Travel Mart (W.T.O.) London.
- (iii) International Brussels Travel Fair (BTF) Brussels.
- (iv) Salon Mondial du Tourism et Voyages (SMTV) Paris.
- (v) Feria International Turismo (FITUR) Madrid Spain.
- (vi) Tourism Trade Fair (TTW) Montreaux, Switzerland.
- (vii) The European incentives and Business Travel and meetings Exhibitions (EIBTM) Geneva.
- (viii) International Tourism Exchange (BIT) Milan.
- (ix) Swedish International Tourism and Travel Fair (TUR)
  Gothanberg Sweden.
- (x) Dutch Travel Trade Exhibition (TOUR) Amsterdam, Holland.
- (xi) PATA Travel Mart.

Participation in travel trade fairs is a costly affair, but at the same time one is able to achieve a lot out of these participations. The

participation helps directly to the tourism industry in promoting tourism in the right earnest.

The enthusiastic participation in these travel trade fairs is a result of the ever expanding travel trade industry. A large number of exhibitors participate in these fairs representing all segments of travel industry which include, travel agents, tour operators, hoteliers, airline companies, shipping companies, national tourist organisations, etc. In addition travel trade media is also present.

There has been a steady growth both in the number as well as participation in the travel fairs over the years. Not only this, the organisers have been increasing the exhibition areas to accommodate an increasing number of participants. New exhibition complexes are being constructed to give the travel trade fairs a modern look.

The reasons for the spurt in the travel trade fairs can be attributed to the involvement of tourism organisations in the marketing of tourism, particularly international tourism. It has been increasingly felt in the travel trade circles, especially those responsible for marketing, that the medium of travel trade fair is a very cost effective way of communicating. Exhibitions by their very nature enjoy, economies and advantages of lower costs because of the scale. The sheer size of the

exhibition also happens to be the great attraction, both for buyers and sellers of a tourist product.

Some of the advantages of participating in the travel trade fairs are as follows:-

- (a) Opportunity to both buyers and sellers of tourism services to meet under one roof and transact business;
- (b) Lower cost of participation because of advantage of scale;
- (c) Effective vehicle of communication with clients;
- (d) Better quality of attendance;
- (e) Single platform to introduce the product (in the form of a brouchure);
- (f) Easy access to travel trade media;
- (g) Forming of new business contacts;
- (h) Acquiring new information about the travel product;
- (i) Opportunity to see the competitor's product;
- (j) Opportunity for effective public relations.

Participation in the travel trade fairs has been a very important issue over the years. Everybody who has something or other to do with tourism business feels it necessary to participate in these fairs either as an exhibitor or just a visitor.

International fairs like World Travel Mart (WTM), International Tourisms Borse (ITB), International Tourism Exchange (BIT), International Brussels Trade Fair (BTF) are very popular with the travel trade. There are some other fairs also where participation is quite significant. The two most popular international trade fairs, however, are WTM in London and ITB in Berlin.

## 5.7 ROLE OF TRAVEL AGENCIES AND TOUR OPERATORS IN PROMOTION OF TOURISM

The role of private sector in the organisation of tourism is very crucial. In India and in any part of the world who is in any manner concerned with the tourism, the role of private sector can not be ignored. The private sector's role is not limited to just selling the tourism product but often also lies in producing individuals, companies and corporations for promoting, developing and financing tourism.

The travel agency is one such organisation in the private sector which plays a key and crucial role in the entire process of developing and promoting tourism. It is the Travel Agent who packages and processes all the various attractions of the country and presents them to the tourists.

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The travel agency business came into existence in England in 1841 when Thomas Cook organised a trip to take 570 fellow members of a temperance society from London to Loughborough. It was a significant event as for the first time, tickets were bought by an agent from the railways for resale and arrangements were made by the organisers. It was soon followed by a similar excursion for 800 persons to Glasgow. The excursion was so successful that Thomas Cook started a full time excursion agency and began to arrange trips to other places. Thomas Cook pioneered overseas travel as well and organised the first tour to the continent.

The five month Voyage on the Quaker city to the Mediterranean, the Holy Land in 1867, with 60 passengers, including Mark Twain who recorded the journey in the "Innocents Abroad", was probably the first ocean cruise conceived and advertised for tourists. Two excursions from England to the United States were also planned in 1866. Thomas Cook thus played a founder's role in the organisation of travel. He actually started as a tour operator but gradually entered into the retail business in order to satisfy his tour clientele. Thomas Cook was a remarkable innovator. He brought tickets from the railway companies for resale; he personally conducted his excursions, published guide book and invented a coupon scheme to provide hotel facilities.

Besides the innovation of the hotel coupon in 1867, which is now common all over the world, Thomas Cook is also credited with the introduction of another coupon, called 'circular notes', which were valued at banks, hotels, restaurants and shops. It was the forerunner of the present day 'traveller's cheques' which has greatly helped travellers in moving around the world and also in the development of travel and By providing personalised services, sending escorts or tourism. conductors with groups, arranging for tourists to be received on arrival with a car and guide, the tours became increasingly sophisticated and convenient for tourists. Most of the tours in the second half of the nineteenth century were quality group tours and paved the way for package or inclusive tours. Thomas Cook had realised that the bulk use of transport and accommodation could reduce the cost of the tour and increase the demand.

Thomas Cook's Business principals included three major aspects of travel.

- Selling Tours.
- Banking.
- Foreign Currency Exchange and Shipping.

This concept perfectly complemented the growth of the railways and later, of passenger shipping and brought organized travel to an increasingly large section of the public.

After the Second World War, the British Government acquired the principal interests in the company, Thomas Cook and Sons. The policy of the company began to be determined by the British Government through a holding company. In 1972 the company was sold by the British Government to Midland Consortium for 858.5 million US dollars. The company has over 1,200 offices with more than 13,000 employees in 145 countries around the world.

Another internationally known travel agency, the American Express, also had its independent beginning in 1841. Its founder, Henry Wells, started his business primarily as a shipper and the company was founded on the carriage of goods and bullion. It was only later that, Wells entered the retail travel business by starting the American Express Company Offices, first in London in 1909 and then in USA in 1915.

The Company invented the traveller's cheque in 1891 which replaced the circular letter of credit. Later, the Company diversified to become a travel and financial conglomerate providing life and property

insurances. It is now a major participant in international currency transactions buying and selling more than 150 million dollars in foreign currency on each working day. The Company has introduced the 'American Express Credit Card' which is the most popular credit card in the world. A holder of the card can pay his hotel bills, international air tickets, restaurant bills and other purchases against the card from the establishments which accept it.

American Express operates a computerized reservation service which enables travellers to secure hotel reservations in major cities throughout the world in no time. The computer has a space bank of about half a million rooms which can be reserved through this service. Like Thomas Cook and Sons, American Express also has its offices practically in every country of the world. The two largest travel organisations have made an important contribution to the promotion and development of tourist traffic.

Prior to the era of the air travel, the railways and the shipping companies provided ticketing and reservation services in their own offices, located near transport terminals. These services were also made available by the existing travel agents. But the problems in providing a convenient direct sales service to consumers from airports, situated far away from the market centres, made the airlines aware of the need for

more convenient outlets from where their products could be sold. In consequence, they also started to use the travel agents for selling their services. The growth of air travel resulted in a rapid growth of travel agents and the travel agency business in our country.

## 5.7.1 Role of the Travel Agent in promotion of tourism

The travel agent plays a very important role in the promotion and development of travel and tourism. He acts as a booking agent for his principals who sell travel and holidays to consumers. But unlike other business retailers, he does not purchase travel for resale to his customers. He does not 'carry stocks' of travel products. It is only when a customer has decided on a travel purchase that the travel agent approaches the principal on behalf of his customer. Further, he has less brand loyalty towards a particular product or company.

One of his primary functions is to provide a convenient location from where the potential tourist may receive information and guidance about travel and purchase it. This generally necessitates the location of the travel agency office near the main business and shopping centres.

The travel agent provides a varied range of services. He is "expected to possess specialised and up-to-date knowledge of the tourist product and advise the customer impartially about it." In

addition, the services provided by him include rail, sea, road and air transportation, hotel accommodation and package tours.

Some of the major functions of a travel agency are listed below:-

#### (a) Provision of Travel Information

One of the primary functions of a travel agent from the point of view of the tourist is to provide him all necessary information about travel. This is a very specialized job and the person behind the counter should be a specialist having excellent knowledge of various travel alternate plans. They give up-to-date and accurate information regarding various services and general information about travel. The presentation to the potential customer is forceful and exciting to generate his interest. A good travel agent is something of a personal counsellor who knows all the details about the travel and also the needs and interests of the intending traveller.

# (b) Preparation of Itineraries

A tourist journey is characterised by an itinerary using various means of transport to link one locality with another. A travel agent gives advice to intending travellers on the type of programmes which they may choose for their holiday or business travel.

#### (c) Liaison with provider of Services

Travel agency keeps a direct contact with transportation companies, hotel proprietors, the providers of surface transport like motor cars, coaches, etc. so that the traveller is made comfortable at new location of travel. The agency has to keep a perfect co-ordination among the various service providers.

#### (d) Planning and Costing Tours

After entering into contracts and arrangement, the need for planning and costing of tours to meet the individuals requirement arises. Travel agencies with the co-operation of airlines and other transport companies calculate the cost of travel. This helps a traveller to plan his holidays with in his available budget.

#### (e) Ticketing

Selling tickets to the clients by different modes of transport like air, rail and sea is yet another important function of a travel agency. This calls for thorough knowledge of schedules of various modes of transport. Changes in national/international air schedules and additions of new flights from time to time makes the job of the travel agent as one of the constant challenge. An up-to-date knowledge about various schedules of rail, air, sea steamships is very essential. The computerised reservation

system and its availability with travel agents has revolutionarised the entire reservation system both for air, rail bookings and accommodation in a hotel.

#### (f) Provision of Foreign Currency

Provision of foreign currencies to intending traveller is another specialized activity of a travel agency. Some the large travel agencies like Thomas Cook and American Express deal in provision of foreign currencies, travellers cheques etc. This is an important facility provided to a traveller as it saves them a lot of time and energy in avoiding to visit regular banking channels.

#### (e) Insurance

Insurance both for personal accident risks and of baggage is yet another important activity of a travel agency. The large travel agencies have a separate department to deal with the insurance of the potential travellers.

The travel agency operations thus cover all activities connected with arrangements for booking of travel. In summary, they include advising potential tourists on tourist destinations and travel facilities, planning itineraries, computing fares and the cost of the tour, making reservations for all travel requirements,

issuing travel tickets and vouchers, and providing ancillary services.

Surveys have shown that the percentage of tourists regularly using the services of a travel agency to get information about travel opportunities and offers and to make definite travel arrangements, particularly in the European countries, is high. This includes both domestic and international tourism. Similarly, the market share of travel agencies in total sales (ground and air transportation, hotel reservations, excursions etc.) is estimated to be between 50 to 75 per cent depending on the type of the service provided by an agency.

## 5.7.2 Role of Tour Operators in promotion of tourism

The function of the tour operator in the tourism industry is quite different from that of the travel agent. He makes a bulk purchase of the separate elements of a tour viz. Transport, accommodation and other services, at substantial discounts, combines them with attractive packages which are sold directly or indirectly to consumers at an all-inclusive price.

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# 5.7.3 Types of Operators

Tour operators may be classified under four types – the large tour operators, the specialist operators, 'incoming' tour operators and domestic tour operators.

The activities of the large tour operators relate to mass market operations such as beach holidays. Their number is usually not large but they contribute the major share of the tour operating revenue in a country. They may be linked with their own airlines for the purpose of mass tour operation. Frequently they subdivide their operations to serve different markets.

The specialist operators specialise in particular geographical regions. They generally offer long-distance tours to exclusive destinations. They identify a particular need or fashion trend in tourism and seek to cater for it. "Specialists are subsidiaries of carriers or accommodation organisations, existing to provide a sales outlet for the organisation's products."

The 'incoming' tour operators are important for destination countries. They sell tour only to the particular destination in which they are based. Their services are marketed exclusively to the trade. Some of the operators are actually 'handling agents' since their main function

is to make a wide range of arrangements for groups of tourists, coming into the country, on behalf of overseas tour operators. These include reception on arrival, transfers, hotel arrangements, guide/escort service, entertainment and catering to the needs of the specific groups of tourists.

Operators who assemble and sell inclusive tours to destinations within a country where the tourists reside are designated as domestic operators. They sell domestic package holidays and generally organise coach tours.

# 5.8 PROMOTION TECHNIQUES USED BY TOUR OPERATORS AND TRAVEL AGENTS TO PROMOTE TOURISM

Tour operators and travel agents organising tours and special travel arrangements use travel catalogues, brochures and folders to present the travel programmes they offer. Catalogues are generally used as the main selling tool by mail order houses. They contain useful information for the prospective customer and are, therefore, usually kept for ready reference. "Travel catalogues present an entire travel programme with numerous destinations, various choices of accommodation, activities and excursions, alternative departure dates and transport arrangements in a very complete yet concise form,

supported by illustrations and descriptions. By providing extensive information, a catalogue aids the prospective customers to choose the destination, departure dates, prices, ranges etc. best suited to their needs and to their travel budget." The travel catalogues of large operators, issued twice a year for summer and winter, contain upto 200 pages, and offer a wide choice of destinations and arrangements. The creation, production and distribution of a travel catalogues is a time consuming and costly process.

Brochures are less voluminous than travel catalogues and less costly. They are mainly used by official travel organisations, tour operators and travel agents to inform prospective customers about the attractions and facilities available. "Their main advantage lies in the possibilities they offer to describe and illustrate a destination or service in more detail than a travel catalogue." Folders are relatively inexpensive to produce and used for several purposes.

The travel operator's brochure is the principal marketing tool, and the most important means, of informing the customers about the product, and making them interested in purchasing it. Often, the consumer has little or no knowledge of the product. He has to be, therefore, motivated and persuaded into buying it. For this reason

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special attention is given to the production of the tour brochure and it accounts for a major portion of the operator's marketing budget.

The first aim of the brochure is to attract the attention of the consumer. For this purpose multi-colour covers, with an attractive theme or symbol, are used to create an immediate impact. While some tour operators design and prepare the brochure in their own advertising departments, the job is entrusted by large companies to advertising agencies because of their professional expertise and excellence. The brochure also aims to reinforce an operator's image in respect of the quality and reliability of the services provided by him. Hence, it becomes necessary to produce an attractive piece of publicity material, with easily comprehensible text, to create the desired impression.

The tour operator's brochure, thus, has a double purpose to serve. It has to inform and, at the same time, persuade the potential tourists, by "purveying dreams" to buy the tour. "Tour operators are selling dreams and their brochures must allow the consumer to fantasise a little about his holiday." But in doing so, it is most important to ensure that the presentation is not misleading. It should provide honest and accurate information. Apart from satisfying the conditions laid down by IATA for the operation of ITX operations, as also for regular charter programmes, the folder must be factually correct. It should be

comprehensive and give detailed information about all aspects of the tour, viz. Carrier destinations, itineraries, accommodation, services, price, conditions of booking etc.

In addition to the regular tour brochure, two other kind of brochures – shell folders and umbrella brochures – are also used to promote package tours. Shells are blank folders provided by airlines or national tourist organisations to encourage tour operators to promote their services or destinations. They contain preprinted photographs and only the text needs to be added by the operator. The shell folder is mainly meant to promote either limited – capacity tour programmes or ad hoc special tours.

An umbrella brochure is produced by a travel agency to enable it to sell tours to several overseas destinations. "The brochure covers only the basic essentials to satisfy IATA airlines requirements for inclusive tour approval, and its purpose is to enable agents to produce tailor-made tours for their clients using a net tour-basing fare."

#### 5.9 TRAVEL AGENTS IN INDIA

As long back as in the year 1954, the Government of India became aware of the important role which the travel agents could play in the development and promotion of tourism. It was recognised by the

Government that tourists who visit a foreign country often prefer to secure the services of travel agents who assist them in order to make best use of time and money at their disposal. The Government felt that many a time unauthorised persons offer themselves as agents and in return fail to render satisfactory services, and even exploit the ignorance of the tourists for their personal benefit. With a view to curb this, the Government evolved a system of granting recognition to travel agents. The rules for recognition were as follows:

- (i) No firm shall be granted recognition unless it has been engaged actively in handling tourist traffic for at least one year before the date of the application.
- (ii) Firms granted recognition shall be entitled to such rights and privileges as may be granted by Government from time to time and shall abide by several terms and conditions of recognition.
- (iii) Firms granted recognition shall undertake to maintain an office under the charge of full time members of their staff, who should, apart from issuing rail tickets, be in a position to give up-to-date and accurate information regarding transport and accommodation facilities, currency and customs regulations and general information about travel, etc.

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- (iv) The recognition may be extended for the whole of the country or be limited to a particular region.
- (v) Firms granted recognition shall undertake to employ only guides approved by the Department of Tourism.
- (vi) All recognised firms shall furnish yearly statement of their activities and such other information in regard to the volume of tourist traffic actually handled and other relevant matters.
- (vii) The decision of the Government in the matter of recognition shall be final and it reserves the right to cancel or withdraw it at any time.

Subsequently, following clauses were also added to look after the interest of travelers.

- shall not automatically entitle the firm to be appointed as agents for the sale of rail tickets by the Ministry of Railways (Railway Board). The Agencies thus recognised shall apply separately to the Railway Board.
- (ii) Firms seeking recognition as travel agents should have a minimum paid up capital of Rupees one hundred thousand.
- (iii) Applications for grant of recognition by the Department of
  Tourism will be considered only if the firm:

- (a) is approved by IATA;
- (b) has licence to book foreign passages issued by the Reserve Bank of India;
- (c) has the approval of the Ministry of External Affairs to handle travel documents and to deal with passport offices;
- (d) is registered under the local Shops and Establishment Act.

The vital role played by the travel agents in the growth and development of tourism in the country and its promotion is recognised by all segments of the travel industry. The Government works in close collaboration with them not only in India but abroad as well, encouraging them to plan and organise package tours for various destinations in India. In suitable cases, the Department of Tourism recommends the release of foreign exchange to travel agents to enable them to open their branch offices abroad. The Department has also instituted a special Tourism Award which is given every year to a travel agency earning maximum amount of foreign exchange. This practice encourages the travel agents to perform excellently.

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# 5.10 ROLE OF ACCOMMODATION IN PROMOTION OF TOURISM

One of the important inputs which flow into the tourist system is tourist accommodation which caters to international tourists and thus forms a vital component of the tourism superstructure and an important feature of the total tourist image of the country. An adequate supply of accommodation suitably tailored to the requirements of the tourist market is one of the basic conditions of tourism development.

In the promotion of tourism, out of all the constituents of the tourist industry, accommodation sector constitutes the most important segment. Tourism is, to a great extent, dependent on the type and quantity of accommodation available. Accommodation is a very important part of the tourism infrastructure and the expansion of tourism inevitably brings about the development of accommodation. It is rather the core of the tourist industry.

#### **5.10.1** Early History

The traveller who left his home required accommodation at his destination and for journeys which could not be completed in a single day. For this he needed overnight accommodation. Inns were perhaps the first such accommodation units which catered to the needs of travellers in early times. Inn keeping has been a very ancient

profession. In ancient times and during the Roman Empire many such inns were established which provided food, drink and also entertainment to weary travellers.

#### 5.10.2 Emergence of the Hotel

Although the earliest hotels date to the eighteenth century, their growth occurred only in the following century when the railways created sufficiently large markets to help make large hotels possible. During this period a large number of hotels grew up at important destinations. The hotels were developed along the main railways and highway routes in major towns. With the development of railway systems in many other countries, the number of hotels also increased. These hotels catered to the increasing volume of traffic.

The demand for accommodation of tourists was thus met by a variety of facilities ranging from Inns, private houses and hotels. The main changes in the demand for tourist accommodation have come about from changes in tourist transportation and in the popularity of different forms of holidays. After the introduction of the motor car and the aircraft, a large number of hotels sprang up at various tourist areas and destinations.

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Hotels provide accommodation, meals and refreshments for irregular periods of time for those who may reserve their accommodation either in advance or on the premises. In broad terms hotels provide facilities to meet the needs of the modern traveller.

Primarily and fundamentally an hotel is an establishment which supplies boarding and lodging, not engaged in interstate commerce, but is quasi domestic institution retaining from its ancient origin certain traditional, and acquiring, in its modern development, certain statutory rights and obligations to the public, where all persons, not disqualified by condition or conduct, prepared to pay for their accommodation, are to be received and furnished with a room or place to sleep or occupy if such accommodations are available, and with such services and attention as are incidental to their use of the hotel as a home, and/or with food, at stipulated prices, and with or without contract as to duration of visit, and which conducts, within the confines of its physical locations, this business of supplying personal services of individuals for profit. Incidental to such fundamental and principal business, the hotel may furnish quarters and facilities for the assemblage of people for social, business or entertainment purposes, and may engage in renting portions of its premises for shops and business whose contiguity is deemed appropriate to an hotel.

#### 5.10.3 Types of Hotels

Over the years the concept and the format of hotels have changed a great deal. There are various types of hotels catering to the increasing demands of tourists. The size, the façade, architectural features and the facilities and amenities provided differ from one establishment to another. In addition the landscape in a particular destination area also greatly influences the architectural features of a hotel. Following are the main types of hotels.

#### 5.10.3.1 International Hotels

International hotels are the modern western style hotels in almost all metropolitan and other large cities as well as principal tourist centres. These hotels are luxury hotels and are classified on the basis of internationally accepted system of classification. The hotels are placed in various star categories. There are five such categories ranging from 5 star to 1 star depending upon the facilities and services provided. These hotels provide in addition to accommodation all the other facilities which make the stay a very comfortable and interesting experience. Various facilities provided include well appointed reception and information counter, banquet halls, conference facilities etc. There are also a number of shops, travel agency, money changing and safe deposit facilities. Restaurant facilities, bars and banqueting are

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an integral part of the business of a hotel. The various services provided in these hotels include international and the local cuisine, food and beverage service and speciality restaurant service. These hotels also provide entertainment for the guests in the form of various dance and music programmes, sports and games.

The general features, facilities and service required for each of the categories from five stars deluxe to one star is given below:

#### (A) Five Star Deluxe Category: (\*\*\*\*\*)

This is a qualitative extension of the 5-star category while quantitatively, the basic features are as of a 5-star category. In a 5-star Deluxe hotel, the comparative all round standard of service and amenities is of a very superior quality.

#### (B) Five Star Category

General Features:- The façade, architectural features and general construction of the building has distinctive qualities of a luxury hotel of this category. The locality including the immediate approach and environs is suitable for a luxury hotel of this category. There is adequate parking space for cars. The hotel has at least 25 lettable bed rooms, all with well appointed attached bathrooms with long baths or the most modern shower chambers, with 24 hours service of hot and cold running water.

All public rooms and private rooms are fully air-conditioned (except in hill stations where there are heating arrangements) and are well appointed with superior quality carpets, furniture, fittings etc. in good taste. It employs the services of professionally qualified and experienced interior decorators of repute for this purpose. There are adequate number of efficient lifts in buildings of more than 2 stories including the ground floor with 24 hours service. There is a well designed and properly equipped swimming pool (except in hill stations). The Lobby, and ladies and gentlemen's cloak rooms are well equipped with fittings and furniture of the highest standard.

Facilities: There is a reception, cash and information counter attended by qualified, trained and experienced personnel, conference facilities in the form of one or more conference rooms/banquet halls and private dining rooms. There is a book stall, beauty parlour, barber shop, recognised travel counter, money changing and safe deposit facilities. There is a telephone in each room and telephones for the use of guests and visitors and provision for a radio or relayed music in each room. There is a well equipped, well furnished and well maintained dining room/restaurant on the premises, and wherever permissible by

law, there is an elegant well equipped bar/permit room. The pantry and cold storage are professionally designed to ensure efficiency of operation and are well equipped.

These hotels offer both international and Indian cuisine and the food and beverage service are of the highest standards. There are professionally qualified, trained, experienced, efficient and courteous staff in smart, clean uniforms, and the staff coming in contact with guests understand and speak English. supervisory and senior staff possess a good knowledge of English. It is desirable for some of the staff to have knowledge of foreign languages and staff knowing at least one continental language remains on duty at all times. There is 24 hours service for reception information and telephone. There is provision for reliable laundry and dry cleaning services. Housekeeping at the hotel is of the highest possible standard and there should be plentiful supply of good quality linen, blankets, towels etc. Each bedroom is provided with a vacuum jug/thermos flask with ice cold, boiled drinking water except where centrally chilled purified drinking water is provided. There is always a special restaurant/dining room with facilities for music and dancing.

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#### (C) Four Star Category: (\*\*\*\*)

General Features: The façade, architectural features and general construction of the building has distinctive and the locality including the immediate approach and the environs are suitable for a hotel of this category. There is adequate parking facilities for cars. The hotel have at least 25 lettable bed rooms, all with attached bathrooms. At least 50% of the bathrooms have long baths or the most modern shower chambers, with 24 hours service of hot and cold running water. All public rooms and private rooms are fully air-conditioned and well furnished with carpets, curtains, furniture, fittings, etc. in good taste. It employs the services of professionally qualified and experienced interior decorators of repute for this purpose. There is a well appointed lobby and cloak room equipped with fittings of the standard of a hotel of this category.

Facilities: There is a reception, cash and information counter attended by trained and experienced personnel. There is a book stall, travel counter, money changing and safe deposit facilities and a left luggage room on the premises. There is a telephone in each room and telephones for the use of guests and visitors, provision for a radio or relayed music in each room. They have a

well equipped, well furnished and well maintained dining room/restaurant on the premises, and wherever permissible by law, there is an elegant well equipped bar/permit room. The kitchen, pantry and cold storage is professionally designed to ensure efficiency of operation.

Service: The hotel offer both international and Indian cuisine, food and beverage services of the highest standards. There is a professionally qualified, trained, experienced, efficient and courteous staff in smart, clean uniforms, and the staff coming in contact with guests understands and speak English. The supervisory and senior staff possess a good knowledge of English. It is desirable for some of the staff to have knowledge of foreign languages and staff knowing at least one continental language is on duty at all times. There is 24 hours service for reception information and telephones. There is a provision for reliable laundry and dry cleaning services. Housekeeping at the hotel is of the highest possible standard and there has a plentiful supply of linen, blankets, towels, etc., of good quality available. Similarly, the cutlery and glassware is provided with a vacuum jug/thermos flask with ice cold, boiled drinking water is

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provided. There is a special restaurant/dining room where facilities for music and dancing are provided.

#### (D) Three Star Category: (\*\*\*)

The architectural features and general construction of the building is of a very good standard and the locality including the immediate approach and environs is suitable for a good hotel, and there is a adequate parking facilities for cars. The hotel has at least 20 lettable bed rooms, all with attached bathrooms with bath tubs and/or shower and are of modern in design and equipped with fitting of a good standard, with hot and cold running water. At least 50% of the bathrooms have air-conditioned (except in hill stations where there is heating arrangements in all the bedrooms, dining rooms, restaurant and lounge) and the furniture and furnishings such as carpets, curtains etc., is of a good standard and design purpose. There should be adequate number of lifts in buildings with more than two storeys including the ground floor, and well appointed lounge and separate ladies and gentlemen's cloak rooms equipped fittings of a good standard.

Facilities: There should be a reception and information counter attended by qualified and experienced staff, a book stall recognised travel counter money changing and safe deposit

facilities on the premises. There should be a telephone in each room except in seasonal hotels where there should be a call bell in each room and a telephone on each floor for the use of hotel guests and a telephone for the use of guests and visitors to the hotel. There should be a well equipped and well maintained air-conditioned dining room/restaurant and wherever permissible by law, there should be a bar/permit room. The kitchen, pantry and cold storage should be clean and organised for orderliness and efficiency.

Service: The hotel should offer good quality cuisine, Indian as well as Continental, and the food and beverage service should be of a good standard. There should be qualified, trained, experienced, efficient and courteous staff in smart, clean uniforms, and the supervisory staff coming in contact with guests should understand English. There should be provision for laundry and dry cleaning service. Housekeeping at the hotel should be of a good standard and there should be adequate supply of linen, blankets, towels etc. of good quality. Each bedroom should be provided with a vacuum jug/thermos flask with cold, boiled drinking water.

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#### (E) Two Star Category: (\*\*)

General Features: The building has well constructed and the locality and environs including the approach is suitable for a good hotel. The hotel has at least 10 lettable bed rooms of which at least 75% have attached bathrooms with shower, or a bathroom for every four of the remaining rooms. All bathrooms have modern sanitation and running cold water with an adequate supply of hot water, soap and toilet paper. 25% of the rooms is air-conditioned (except in hill stations where there should be heating arrangements in all the rooms), and all the rooms are properly ventilated, clean and comfortable, with all the necessary items of furniture. There is a well furnished lounge.

Facilities: There is a reception counter with a telephone. There is a telephone or call bell in each room and a telephone on each floor unless each room has a separate telephone. There is a well equipped and well maintained air-conditioned dining room/restaurant, serving good, clean, wholesome food and a clean, hygienic and well equipped kitchen and pantry.

Service: There have experienced, courteous and efficient staff in smart and clean uniforms. The supervisory staff coming in contact with guests understands English. There is a provision for

laundry and dry cleaning service. Housekeeping at the hotel is of a good standard and clean and good quality linen, blankets, towels, etc. is provided. Similarly, crockery and glassware is of a good quality.

#### (F) One Star Category: (\*)

General Features: The general construction of a building is good and the locality and environs including immediate approach is suitable. The hotel have at least 10 lettable bed rooms of which at least 25% have attached bathrooms with a bathroom for every four of the remaining rooms. At least 25% of the bathrooms have western style WCs. All bathrooms have modern sanitation and running cold water with an adequate supply of hot water, soap and toilet paper. The rooms are properly ventilated and have a clean and comfortable furniture.

Facilities: There is a reception counter with a telephone and a telephone for the use of guests and visitors. There is a clean and modern toilet well equipped, dining room/restaurant serving clean wholesome good quality food and well equipped kitchen and pantry.

Service: There is a experienced courteous and efficient staff in smart and clean uniforms and the senior staff coming in contact with guests possess a working knowledge of English. Housekeeping at the hotel is of good standard and clean and good quality linen, blankets, towels, etc. are supplied. Similarly, crockery, cutlery and glassware is of a good quality.

The categories-wise details regarding the number of hotels, rooms availability and the room occupancy during the past three years are presented below:-

Category	No. of hotels			No. of rooms			Estimated average occupancy (%)		
	1997	1998	1999	1997	1998	1999	1997		1999
Five	99	101	116	18610	18647	21608	6606	59.3	53.0
Star & Deluxe									
Four Star	74	80	94	5450	5990	7014	64.9	70.8	53.1
Heritage Hotel	46	50	64	1292	1372	1655	50.8	49.1	40.4
Three Star	289	311	357	14776	15725	17531	62.3	62.0	47.2
Two Star	314	324	376	11136	11366	12938	55.5	59.0	49.4
One Star	142	146	157	4912	5115	5419	61.2	67.2	54.8
Classifi cation awaited	200	197	131	8397	8307	5949	47.1	40.5	
TOTAL	1164	1209	1295	64573	66522	72114	62.9	59.4	50.4

#### 5.10.3.2 Heritage hotels

'Heritage Hotels' cover running hotels in palaces/castles/forts/havelies/hunting loges/ residence of any size built prior to 1950. These hotels are the pillars of our cultural heritage. The façade, architectural features and general construction have the distinctive qualities and ambience in keeping with the traditional way of life of the area. The architecture of the property to be considered for this category is not normally interfered with. Any extension, improvement, renovation, change in the existing structures is done in keeping with the traditional architectural styles and constructional After techniques harmonising the with the old. new expansion/renovation, the newly built up area added does not exceed 50% of the total built up (plinth) area including the old and new structure. For this purpose, facilities such as swimming pools, lawns This hotel in excluded. category covers etc. are Residences/Havelies/Hunting Lodges/Castles/Forts/Palaces built prior to 1950. The hotel should have a minimum of 5 rooms (10 beds). The hotels in heritage grand heritage classic & Residences/Havelies/Hunting Lodges/Castles/Forts/Palaces built prior to 1935. These hotels have a minimum of 15 room (30 beds).

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No room or bathroom size is prescribed for any of the categories. However, general ambience, comfort and imaginative re-adaptation is considered while awarding sub-classification 'classic' or 'grand.'

There is an adequate parking space for cars. All public rooms and area and the guest rooms are well maintained and well equipped with quality carpets/area rugs/good quality duries, furniture, fittings etc. in good taste and in keeping with the traditional lifestyle. If carpeting is not provided, the quality of flooring is very good. The guest rooms are clean, airy, pest free without dampness and musty odour, and of reasonably large size with attached bathrooms with modern facilities (e.g. flush commodes, wash basins, running hot cold/water, etc.). There is a well appointed lobby and/or lounge equipped with furniture of high standard with separate ladies and gents cloak rooms with good fittings.

There is a reception, cash and information counter attended by trained and experienced personnel. There is money changing facilities and left luggage room. There is a well equipped, well furnished and well maintained dinning room on the premises and, wherever permissible by law, there is an elegant, well equipped bar/permit room. The kitchen and pantry is professionally designed to ensure efficiency of operation and is well equipped. Crockery, cutlery, glassware is of

high standard and in sufficient quantity, keeping in view the lifestyle and commensurate with the number of guests to be served. Drinking water is bacteria free; the kitchen is clean, airy, well lighted and protected from pests. There is a filteration / purification plant for drinking water. There is three tier washing system with running hot and cold water; hygienic garbage disposal arrangements; and frost free deep freezer and refrigerators.

The hotel offers good quality cuisine and the food and beverage service is of good standard. There is qualified, trained, experienced, efficient and courteous staff in service and clean uniforms and the staff coming in contact with the guests understands English. Housekeeping at these hotels is of the highest possible standard and there is a plentiful supply of linen, blankets, towels etc. of high quality. Each guest room is provided with a vacuum jug/flask with bacteria free drinking water. Arrangements for heating/cooling is provided for the guest rooms in seasons. Places which have telephone lines have at least one phone in the office with call bells in each guest room. Arrangements for medical assistance is there in case of need. The staff/room ratio is kept with the number of guest room in each property. These hotels are run on a professional basis while losing none of their ambience and services. rages, resonances, conference contin, fininget, chopping

The hotel is environment friendly. The gardens and grounds are very well maintained. There is an efficient system of disposal of garbage and treatment of wastes and effluents.

The hotel presents authentic and specially choreographed local entertainment to the guests. They also have, wherever possible, arrangements for special services such as wildlife viewing, water sports, horse/camel/elephant riding or safaris etc.

#### 5.10.3.3 Resort Hotels

Resort hotels cater to the needs of holiday-maker, the tourist and those who by reasons of health desire a change of atmosphere. Resort hotels are located near the sea, mountain and other areas abounding in natural beauty. Rest, relaxation and entertainment are the key factors around which resorts are built. The primary motive of a person visiting resort hotels is rest and relaxation which he is looking far away from his routine busy work life. The resort hotels in order to provide special services to the visitors are built with a view to give a visitor special welcome and an atmosphere of informality. The type of services and amenities located in resort property include recreation facilities such as swimming pool, golf course, tennis courts, skiing, boating, surf-riding and other various indoor sports. Other important amenities include coffee shops, restaurants, conference rooms, lounge, shopping arcade

and entertainment. Emphasis on resort hotels, however, is on recreational facilities. The clientele of resort hotels is mostly persons with considerable income looking for relaxation and recreation. Resort hotels rarely attract commercial patronage.

Resorts can be of various types and can be classified on the basis of climate and also topography. Broadly they fall in the following categories: (i) Summer resorts, (ii) Winter resorts, (iii) Hill resorts, (iv) All season resorts, and (v) Health resorts.

Majority of the resort hotels are seasonal establishments which work to capacity during the high tourist season.

#### 5.10.3.4 Commercial Hotels

The commercial hotels direct their appeal primarily to the individual traveller as compared to international or resort hotel where the focus is on the group travel. Most of the commercial hotels receive the guests who are on business although some have permanent guests. As the hotel caters primarily to people who are visiting a place for commerce or business; these are located in important commercial and industrial centres of large towns and cities. These hotels are generally run by the owners and their success depends on their efficient running and the comforts and facilities they provide. In some of the large

industrial towns, fully licenced commercial hotels exist complete with restaurants, grill room, functional accommodation and a garage for those travelling by their own cars.

#### 5.10.3.5 Residential Hotels

These hotels are described as apartment house complete with hotel service. These are often referred to as apartment hotels. The tariff of rooms in these hotels is charged on monthly, half yearly or yearly basis and is charged for either furnished or unfurnished accommodation. These hotels which are located mostly in big cities operate exclusively under the European plan where no meals are provided to the guests. These hotels were developed in the United States of America where people discovered that permanent living in hotels offers many advantages. Services and amenities provided in these hotels are comparable to those of an average well regulated home. Those are very popular in the United States and western Europe where these are also known popularly as Pension.

#### 5.10.3.6 Floating Hotels

These hotels are located on the surface of the water. It may be on sea water, river water or on a lake. All the facilities and services of a hotel are provided in these hotels. These hotels are very popular in

many countries. In many countries old luxury ships have been converted into floating hotels and are proving very popular among tourists. The atmosphere they provide is exclusive and exotic. In India, floating hotels in the form of house boats are very popular with tourists.

### 5.10.4 Supplementary accommodation

In addition to hotels, the demand for tourist accommodation is met by a variety of facilities. There are a series of other installations which are able to offer to the tourists lodging, food and corresponding services. This is popularly known as supplementary accommodation and is in fact an important segment of tourism.

Supplementary accommodation consists of various types of accommodation other than the conventional hotel type. It is described as premises which offer accommodation but not the services of a hotel. All the establishments under the heading of supplementary accommodation are designed to offer accommodation in the broad sense of the term, namely, the possibility of stay overnight and meals in return of payment per day and on the basis of services provided. In supplementary accommodation the standard of comforts is modest compared to that of an hotel. On the other hand, however, there are certain inherent advantages in this type of accommodation. The biggest advantage is that of price. The supplementary accommodation

is moderately priced. In addition the atmosphere in the accommodation is informal and there is more freedom with regard to dress, etc. There is also more emphasis on entertainment and sports resulting in increased social contact among the guests.

Supplementary accommodation plays a very important role in the total available tourist accommodation in a country. This type of accommodation can cater to both international as well as domestic tourist traffic.

Following are some of the principal forms of supplementary accommodation: (i) Motel, (ii) Youth Hostel, (iii) Camping Sites, (iv) Bed and Breakfast Establishments, and (v) Tourist Holiday Villages.

#### 5.10.4.1 Motel

The concept of motel and motel-hotel originated in the United States of America. Motel was meant for local motorists and foreign tourists travelling by road. Primarily designed to serve the needs of motorists; motels almost exclusively meet the demand for transit accommodation. They serve the function of a transit hotel except that they are geared to accommodate motor travelling guests for overnight stay.

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The important services provided by motels include parking, garage facilities, accommodation, restaurant facilities, public catering and recreational facilities, all the motels are equipped with filling stations, repair services, accessories, garages, parking space, elevator service to the automobile entrance, restaurants, etc. There is also equipment and tools available which the guest can use himself if he wishes to repair his vehicle. The price charged for accommodation and meals/refreshments is much cheaper as compared to that in hotels. Motels are mostly located outside the city limits in the countryside along with the main highway and preferably at an important road junction. Since these establishments cater mainly for persons travelling by road, their development is linked with the development of new motorways along which these are necessarily located. Motels are of different types. Some motels provide just the minimum services while others are well furnished with comfortable accommodation and excellent facilities. Shopping facilities for traveling public are also provided for in a Motel.

#### 5.10.4.2 Youth Hostel

Youth hostel can be defined as a building which offers clean, moderate and inexpensive shelter to young people exploring their own country or other countries, and travelling independently or in groups on

holiday or for educational purpose. It is a place where young people of different social backgrounds and nationalities meet together and come to know each other. The objective of youth hostel is, therefore, not merely to provide accommodation and board, but also is serve as centres which offer opportunity to young people coming from different parts of the country as also young travellers from abroad to know and understand each other. It is a place of friendship, recreation and out-of school/ college education.

The youth hostels are equipped to accommodate youngmen and women who travel on foot, by bicycle or other means of locomotion and who, at very little cost, are provided with place to sleep, eat or to make their own meal. The services provided include accommodation, meals and also recreation. The charges for these services are very modest. The hostels are also equipped to enable the users to prepare their own meals if they so desire. The accommodation provided in the hostels is for a limited number of days.

In most of the countries, youth hostels are developed and managed by non-commercial organisations whose main aim is the development and promotion of youth tourism. These hostels are planned to provide comfortable accommodation as also such other services and facilities which are required by youth. Also the number of

youths using these hostels has grown tremendously. Many hostels receive increasing number of groups and organise stays for winter sports or sailing.

The construction of youth hostels is based on certain norms laid down from time to time all over the world. International requirements for these include provision of separate dormitories for men and women, appropriate and clean toilets, wash rooms for both men and women, a kitchen where hostellers can prepare their own meals, common rooms, living accommodation for warden and a left luggage room. There is also a provision of a kitchen where warden and staff can prepare meals for supply to hostellers, separate small room for instructors, a dining room and classroom for school parties and a warden's office. Some youth hostels have playgrounds attached for the use of hostellers.

## 5.10.4.3 Caravan and Camping Sites

Caravan and camping sites constitute a significant accommodation category in many holiday areas. These are also known as open-air hostels, tourist camps or camping grounds. Camping, originally practiced by hikers on foot is increasingly giving way to car camping. The sites are usually located within the large cities in open spaces. Equipped to receive mobile accommodation in the form of caravans, the camping sites provide facilities for parking, tentpitching,

water, electricity, toilet etc. Though the services provided generally include restaurants, recreational rooms, toilets and at certain places a grocer's shop, the type of services often vary from place to place.

#### 5.10.4.4 Bed and Breakfast Establishments

These establishments provide only accommodation and breakfast and not the principal meals. These are usually located in large towns and cities along commercial and holiday routes and also resort areas and are used by en route travellers. Some of these establishments are very popular with holiday-makers.

### 5.10.4.5 Tourist Holiday Villages

These villages are situated at warm sea sides and in the regions which offer certain facilities for the tourists. The villages are mostly promoted by important clubs, social organisations and also by tourist organisations.

The village complex is centre of accommodation providing extensive sports and recreation facilities, riding, swimming, tennis, volleyball, football, sauna, mini-golf, badminton, table tennis and yoga. These provide both boarding and lodging. The atmosphere in these villages is kept as informal as possible. Telephones, radios, newspapers and TV are banned unless there is an emergency. Wallets and other

valuables are locked away at the beginning of one's stay. The furnishing provided in the rooms is minimal.

The holiday villages are usually based on family units, each providing a convertible living room, bath/shower and sometimes a kitchen. The villages are self-sufficient providing almost all necessities required by the residents. There is also a small shopping complex where one can buy articles of daily need. The services of a doctor are also available in the village. The accommodation is sold for a week or a fortnight at an all inclusive price.

The accommodation sector has undergone substantial changes in recent years. New developments in tourism and transportation, changes in the organisations of travel and technological innovations are some of the factors which are responsible for these changes. In addition, increasing consumer demand among tourists due to the improvement in living standards and economic conditions has also changed the profile of the accommodation sector.

New types of accommodation, particularly holiday villages suitable for family type tourists, apartment houses, private villas and camping facilities have proved very successful and to a certain degree are replacing traditional hotels and boarding houses.

# 5.11 REQUIREMENT OF FINANCE IN TOURISM PROMOTION

Finance is needed for the development and promotion of the tourist destination. Besides these two requirements; finance is also required for other activities and administrations. The formulation and physical development of tourist products calls for capital investment in the infrastructure and in individual facilities. Particularly in new tourist areas investment in infrastructure must precede investment in individual facilities and may represent a great proportion of the total investment.

#### 5.11.1 Sources of Finance

To meet the development, promotion and other financial requirements of the tourism, four sources may be identified. They are as follows:

- a) Government.
- b) Industry.
- c) Tourist.
- d) Tourist Organisation.

### (A) Government

The Government contributes to the financing of tourism development at the national, regional and local levels. The economic benefits of tourism being quite wide spread, the Government enhances

the material well being of the community through its contribution. Even in market oriented economy, it is considered legitimate for the Government to intervene financially in circumstances in which private enterprise may not be able or willing to do so adequately; this may happen in the initial stages in the development of tourism and also subsequently. For maintaining healthy balance of payments, to which tourism contributes significantly, the Government provides finance for tourism development.

## (B) Industry

The main beneficiaries from tourism are the providers of tourists services, i.e., the entrepreneurs operating under the tourist organisation. In case of integrated structure of tourist organization consisting of membership, participation, individual interests lead the members to contribute for financing the investment made by the organization i.e. the members pay subscriptions in view of future returns. The entrepreneurs finance the tourism organization in proportion to the benefit they receive from the tourism activities. Government may not directly benefit from such financing for the promotion of tourism organisation benefits accure to it through tax revenues. It may be argued that the entrepreneurs prosperity or otherwise is at least in part

due to the tourist organisatioin which should be able to call on their financial support.

## (C) Tourist

The tourists are themselves a major source of financing of tourism development. Through the payment they make for the services they buy which includes an element of tax, many of them are in fact the main contributors.

### (D) Tourist Organisation

A tourist organisation itself may generate income for its purposes through income from other sources, as it is often in a position to earn revenue for the provision of particular services.

For example: it may sell information material to tourists, advertising space in its publications to advertisers, research and other material to operators and other interested parties.

In developing countries due to scarcity of capital, foreign investment constitutes a necessary means of building up a tourism industry.

The foreign sources are mostly private developers and investors on the one hand and international agencies on the other hand. Both of

them may undertake a whole project or, as is common, enter into partnerships with local capital, both private and public. The I.M.F. and the I.B.R.D. are, however, the main sources of foreign investment in infrastructure.

# 5.11.2 The Role of Entrepreneural Activity

The role of entrepreneural activity in tourism revolves around private and public sectors. In most countries, and most sectors of travel and tourism, investment depends on the same commercial principles as any other industry. Suppliers anticipate profitable returns from selling products either to tourists or in some supporting sector, and set their own decision rules and methods on evaluating projects. Tourism, however, brings out some other reasons for investment which are often linked to the general objectives of enterprises in this sector.

The Public Sector or the Government's often make investment in tourism projects for non-economical social benefits. For example, investment in transport infrastructure tourist information centres, national parks amenities and training establishments and the like may be justifiable on the basis of cost benefit analysis rather than on pure commercial profitability. Government also promotes tourism indirectly through various fiscal and monetary incentives to the private entrepreneurs. For example, Government of India provides tax rebates

up to 10 years if a private entrepreneur makes investment in hotel projects in the remote areas. Besides this concession, it also provides finance to the entrepreneurs at a low rate of interest. Further, the Government makes available land for the construction of hotels to the Private Sector entrepreneurs at cheap rates. Basic amenities like water, electricity, sewerage, telephone, post offices etc. are provided to these units.

The Private Sector activities are concentrated primarily in the transport and accommodation sectors.

The Private Sector Entrepreneurs face two major problems, namely the paucity of funds which is specially true for the developing countries and the seasonality in tourism activities. For financial requirements, the entrepreneurs depend heavily on the Government agencies where the delaying tactics and red tapism often discourage private initiative in the developing countries. With the emergence of multinational and other international financial agencies this problem is resolved to some extent. Their investment is confined to the star category of hotels and air transport. However, the problem of the small and medium enterprises who invest in non-star category of hotels and surface transporters, continues to exist.

Seasonality in tourist activities is common to both developed and developing countries and the problem is, therefore, faced by Public Sector as well as Private entrepreneurs. Climate, festivals and the vacation of Schools and Colleges are the primary determinants of seasonality in tourism demand. As a result the occupancy ratio in the accommodation sector resort to extreme ends-in hill station, it is maximum during summer and touches the bottom during winter. Other related activities like transport also follow the same rythm. In the lean seasons, therefore, the capacities are largely underutilised and the entrepreneurs have to bear the cost of fixed factor which they can not cut down. The net result of this loss and the profits during peak seasons determine the viability of the project which the entrepreneurs intend to take up. To overcome the lean season problem, a number of steps have to be taken by the entrepreneurs as well as the Government's in the Contra-seasonality measures developed and developing countries. ranging from off season discounts to staggering of holidays and development of winter sports have been partially helpful to solve the problem. The Government owned hotels however enjoy a slight edge over that of the privately owned during the lean season as most of the seminars and conferences are organised in the former.

# 5.12 ROLE OF GOVERNMENT IN PROMOTION OF TOURISM

The hotel and tourism related industry has been declared as a high priority industry for development by the government as it has assumed importance for its immense potential to earn foreign exchange and its being least import intensive. In fact tourism is India's third largest foreign exchange earner after readymade garments and jewellery.

Significant policy initiatives, such as welcoming of private sector, foreign and NRI investments, setting up of The Tourism Finance Corporation of India and Investment Facilitation Cell have been taken by the government.

New concepts, are being developed by the government to expand the activities under the tourism industry like:

- Time share properties
- Eco tourism
- Heritage tourism
- · Adventure tourism and
- Conference tourism

These concepts are expected to generate a growth rate of nearly 20% in Indian tourism.

The country has embarked on the right path. Upgrading existing infrastructural facilities and adding new ones would definitely help tourism industry to tap the enormous existing potential.

India, with its GDP approaching \$ 1 trillion has been put by the International Monetary Fund as one of the five biggest markets of the world. The sense of urgency that the Indian investment climate has developed has translated into the kind of economic indicators & figures that have kindled interest and brought in results from even the most conservative investors. There are tremendous opportunities for Companies participating in the tourism sector of the economy.

The Hotel and Tourism related industry has been declared as a high priority industry for foreign investment. It is now eligible for approval of direct investment upto 51% of foreign equity. Non-Resident Indian Investment is allowed upto 100%.

In recognition of the relationship between suppliers / users of technology and with a view to improve technology, the government has

allowed automatic approval of foreign technology agreements in the tourism industry subject to certain conditions. The term "Hotels" includes restaurants, beach resorts and other tourist complexes providing accommodation and/or catering and food facilities to tourists.

The term "Tourism-related Industry" would include among others the following:

- Travel agencies, tour operating agencies and tourist transport operating agencies;
- Units providing facilities for cultural, adventure and wildlife experience to tourists;
- Surface, air and water transport facilities for tourists;
- Leisure, entertainment, amusement, sports and health units for tourists; and
- Convention/seminar units and organisations.

Clearance is available if foreign equity covers the foreign exchange requirement for imported capital goods in accordance with the Industrial Policy of 1991.

In view of the practice prevailing in the hotel sector and the availability of foreign exchange at market determined rates the norms

for automatic approval by the RBI for foreign technology agreements in the hotel industry, are subject to the following parameters:

- Technical and Consultancy Services (including fees for Architect, Design, Supervision etc.)
- Upto 3% of the capital cost of the project (less cost of land & finance)
- Franchising and Marketing/Publicity Support Fee-
- Upto 3% of net turnover (net turnover is gross receipts less credit card charges, travel agents commission, sales tax, statutory payments etc)
- Management Fees (including incentive fee)-
- Upto 10% of gross operating profit.

These norms are applicable provided the collaboration is proposed with companies running/managing hotel(s) with atleast 500 rooms.

# 5.12.1 Incentives for investment

The following incentives have been provided by the Government to promote tourism industry.

- Subsidy to hotel projects in the interest rate to 3 star categories
  on loans sanctioned by approved financial institutions, provided
  the projects are outside the metro cities of Delhi, Mumbai,
  Calcutta and Madras.
- 5% interest subsidy to hotels constructed in travel circuits and destinations identified for intensive development, as well as for heritage category of hotels.
- Capital subsidy of Rs. 5 lakhs or 10% of the cost, whichever is less, for development of any monument/structure over 75 years old into a Heritage Hotel.
- Hotels, travel agents, tour operators and other organisations
  connected with tourist trade are now covered under Liberalised
  Exchange Rate Management System. Authorised dealers are now
  allowed to release foreign exchange without the prior approval of
  Department of Tourism.
- Facility to open and operate Exchange Earners Foreign Currency
   Account extended to hotel & tourism related industry. 25% of
   inward remittances in foreign exchange can be credited to this
   account and utilised for specified purposes.
- Import of capital equipment for which payments are received in freely convertible currency, is allowed at a concessional rate of

customs duty subject to an export obligation four times the CIF value of the imports. The obligation has to be fulfilled within a period of five years.

- Customs duty on specified items has been reduced for project imports, provided the goods imported are required for initial setting up of the hotel or for substantial expansion of the hotel.
- Concessional rate of duty for import of equipment for Adventure sports.
- Priority consideration for approved projects in allotment of construction materials like cement, steel etc and for telephone, telex, LPG connections.

## 5.12.2 Proposed incentives in the offing

Apart from the above, the following incentives are proposed to be given by the Government shortly.

- A capital subsidy of Rs. 25 lakh or 25% of the total project cost, whichever is lower, for special projects like heritage hotels and certain locations like mega projects.
- Exemption of expenditure tax to heritage hotels.
- Extending income tax deduction on 25% of profits to hotels constructed beyond 31st March 1995 & making this deduction

applicable to restaurants, air taxi operators and other tourism related industries.

- Removing distinction between plant & machinery and furniture
   & fixture for depreciation allowance.
- Interest subsidy upto 10% for capital intensive projects with long gestation like hotels & restaurants, airport development and air services.
- A 15% interest subsidy for development of water transportation in mega project areas.
- Export house status and benefits to tourism establishments earning foreign exchange.
- Duty free import of tourist transport vehicles, specified adventure sports equipment by travel agents and tour operators and of specified equipment for tourism related amusement parks, health & science tourism.
- Removal of hotels from tax deduction at source by companies paying rent of Rs. 120000.

The Tourism Ministry has evolved a two pronged strategy to facilitate investment in the industry; an attempt to match the requirements of the state apropos the development plan of each state,

with the investors area of interest. Twenty states and union territories have accorded tourism the status of an industry while hoteliering has been granted the latter status in eleven states.

The states of Delhi, Uttar Pradesh, Bihar, Rajasthan, Goa, Jammu & Kashmir, West Bengal and Maharashtra have always been a major attraction for the foreign & domestic tourists. Each state has come up with various plans & strategies to lure the growing influx of tourists and at the same time have evolved a package of incentives to attract investment in this sector, be it foreign or private.

India may not be the land of the rising Sun, but the Sun is definitely shining on the Indian Tourism Industry and is expected to do so for years to come. With the advent of liberalisation, the gates of this vast Orient Country have not only been thrown open for the world tourists but also for the foreign investors and entrepreneurs.

New policies of the government, automatic approvals for investment & collaboration, liberalisation of import controls, easy procedures for investment and package of incentives have made investment in hotels & tourism related industry more attractive than ever before. It will certainly help in promotion of tourism.

# 5.13 ROLE OF INTERNET IN PROMOTION OF TOURISM

The Internet is an inter-connection of several computers of different types belonging to various networks all over the world. It is a network of several networks. The internet can be put to different uses like Networking, Communication, Marketing and as a place to conduct business transactions. The Internet provides vast amounts of information to people. Data can be sent and received across oceans within seconds. The Internet represents the transformation and evolution of the entire information age. The Internet has had a phenomenal growth in the last few decades. Every year it becomes more and more easy to access information on it.

One of the most important features of Internet is World Wide Web (www). The World Wide Web is a series of servers that are inconnected through hypertext. Hypertext is a method of presenting information in which certain text is highlighted. When we click on this text, it displays more information on that particular topic. These highlighted items are called hyperlinks and allow the users to move from one document to another. Browser software like Internet Explorer and Netscape Navigator can be used to navigate web. A browser is a software package that helps people to move around the web. Most web pages contain graphics as well as text. Seeing the immense potential of

Internet and World Wide Web, the tourism industry is using it widely to promote tourism. Even the Government agencies like Department of Tourism, Archeological Survey of India and Delhi Tourism and Transportation Development Corporation Limited have their exclusive websites which provide extensive information about the places of tourist interest in India. The websites can be accessed by the potential tourists to have detailed information about the places of tourist interest, their location, history, culture, climate, population, road, rail and air links etc. The tourists can scan the website before actually visiting the site to avail of the best holiday package.

More than the government agencies, it is the private tour operators who are taking the help of Internet to widen their horizons. The information which was previously disseminated through letters, telephone calls and mailing of brochures etc. which was time consuming as well as expensive, is now available on click of a button. Almost all the tour operators have their websites which informs the tourists about the holiday packages available with them giving complete information about the tourist spots, how to reach there, cost of the package, duration, detailed itinerary giving day wise detail and the person to be contacted on reaching the destination. Now-a-days, the entire package is also available on Internet which includes air booking,

hotel reservations, arrangements for local transport and sight seeing. The tourist has to indicate his choice on the internet and online reservations are made for travel and stay. This helps in promoting the tourism to a large extent.

Some of the common sites on which general information about tourist destinations in India are available are given below:-

WWW.travel.indiamart.com

WWW.department of tourism.com

WWW.delhi tourism.com

WWW.dttdc.com

WWW.tourism.com

WWW.gorp.com

More information can be gathered using various search engines like Yahoo.com, Indiatimes.com, altavista.com, rediff.com etc. Apart from this almost all tour operators and travel agencies have their independent websites which can be accessed using their independent addresses. Many of these websites are interactive websites enabling the tourists to make online reservations.

In spite of all these effects made by the tourism industry to promote tourism through Internet, a significant dent is still be made especially at the Government's level in use of internet in promoting tourism in India. The Government of India should make huge investments in developing websites which should address to each and every need of the tourist rather than being just informative websites. The need of the day is to have interactive websites to enable the tourist to gather all the information he needs with an added benefit of having online reservations. The websites need to be more informative, and should also give information about relatively less known places. Internet is the best way to boost tourism in these areas.

Internet can thus play a major role in promoting tourism both at domestic as well as at international level.

## **CHAPTER-VI**

#### **TOURISM DATABASE**

#### 6.1 INTRODUCTION

Of late, the requirements for tourism database have expanded enormously. Not only does the Government require it for policy decisions on tourism, many industry associations and academia also require it for wide variety of issues such as market analysis, marketing effectiveness, industrial investment, human resource development, policy planning and analysis. Besides with the increasing economic interdependence of all countries and the reduction of political and economic barriers among them, the requirement of reliable tourism statistics has increased immensely. The World Tourism Organisation (WTO) has been playing an important role in developing the uniform concepts of various tourism statistics and methodologies for their collection, tabulation and analysis. India has adopted the concepts and definitions of the WTO. In view of the vast applicability of this a separate chapter has been devoted to tourism database which would also be used in the next chapter for forecasting.

#### 6.1.1 Tourist Arrivals

International tourist arrivals in the country increased from 24,81,928 in 1999 to 26,50,000 in the year 2000 registering a growth rate of 7.0 per cent.

The following table gives the summary of international tourist traffic to India during the year 1982 to 2000. This shows a steady increase in the tourist arrivals over years. There has been decrease in arrivals over previous years in some cases, which may be due to various reasons like terrorism, riots, political instability and insurgency etc.

YEAR	NUMBER OF TOURISTS	ARRIVALS % change
1982	1288162	en una de composito de la manda de la composito de la composit
1983	1304976	1.3
1984	1193752	-8.5
1985	1259384	5.5
1986	1451076	15.2
1987	1484290	2.3
1988	1590661	7.2
1989	1736093	9.1
1990	1707158	-1.7
1991	1677508	-1.7
1992	1867651	11.3
1993	1764830	-5.5
1994	1886433	6.9
1995	2123683	12.6
1996	2287860	7.7
1997	2374094	3.8
1998	2358629	-0.7
1999	2481928	5.2
2000	26,50,000	7.0

#### 6.1.2 Time of Visit

Tourist arrivals were the highest during the month of December while the lowest number of arrivals were recorded during May. Maximum growth was witnessed in the first quarter (January-March) (5.6%) with 616290 tourists followed by third quarter (July to September) (4.5%) with 437271 tourists. However, fourth quarter witnessed a decline of 0.4 per cent as compared to fourth quarter of previous year.

Arrivals during the winter months comprising of the first and the fourth quarters and the summer months comprising of the second and the third quarters of 1999 were 1224271 (60.4 per cent) and 800760 (39.6 per cent) as against 1193874 (60.4 per cent) and 780941 (39.6 per cent) respectively during the corresponding period of 1998.

## 6.1.3 Mode of Transport

Air continued to be the predominant mode of travel for the tourists coming to India during 1999 and constituted 98.4 per cent of the total traffic. Arrivals by sea were negligible and the share of arrivals through land routes was 1.6 per cent during 1999.

### 6.1.4 Port of Entry

Delhi continued to remain the major port of entry during 1999 with 782182 (38.6%) tourists disembarking followed by Mumbai with

678793 arrivals (33.5%). The arrivals at Chennai and Calcutta air ports and Sonsuli check post constituted 13.6 per cent, 3.4 per cent and 1.1 per cent respectively. Sonsuli check post continued to be most popular land entry.

Goa airport was opened for international flights from the month of November, 1985. The number of foreign tourists who disembarked during 1999 at Goa airport was 92302 registering a growth of 5.4 percent over the year 1998.

### 6.1.5 Age Distribution

Tourists in the age group of 35-44 years (27.5 per cent) dominated the arrivals during the year 1999 followed by those in the age-group of 25-34 years (23.4 per cent) and 45-54 years (20.8 per cent). The tourists in the age-group of 35-44 were dominant amongst tourist generating countries from Canada, Australia, Germany, Singapore, U.K., Sri Lanka, Malaysia, USA except Japan in which the age-group of 25-34 had the maximum number of arrivals (27.2 per cent).

# 6.1.6 Distribution of Tourists by Gender

Male tourists far exceeded the female tourists and accounted for 69.5 per cent of the total tourist arrivals during 1999, and it was 4.1 per cent more than what was observed during 1998. The proportion of

male tourists was the highest (84.0 per cent) in the case of Afghanistan and was the least (50.1 per cent) in the case of Hongkong.

### 6.1.7 Length of Stay

The estimated average length of stay of foreign tourists in 1998 was 31.2 days. The total tourist days during 1998 were estimated to be 6,33,21,538 as compared to 6,20,71,920 during 1997.

### 6.1.8 Region-wise Arrivals

During 1999 tourist arrivals from Central & South America recorded the maximum growth of 60.3 per cent followed by Australia (26.2 per cent), Eastern Europe (24.1 per cent), Africa (23.4 per cent), West Asia (15.9 per cent), and South East Asia (6.6 per cent). Negative growth was recorded in case of Western Europe (5.3 per cent) followed by South Asia (3.9 per cent) and East Asia (3.3 per cent).

## 6.1.9 Nationality-wise Arrivals

United Kingdom nationals with an arrival of 3,45,085 continued to occupy the top position in the tourist arrivals in India during 1999 and accounted for 17.0 per cent of the total tourist arrivals. This was followed by USA with 2,51,926 tourist arrivals constituting 12.4 per cent. Other countries whose relative shares in the total traffic was significant included Sri Lanka (1,20,072 or 5.9 per cent), France (85,891 or 4.3 per cent), Germany (85,033 or 4.2 per

cent), Canada (82,892 or 4.1 per cent) and Japan (79,373 or 3.9 per cent). Tourists from Australia, Singapore, Malaysia, Italy and Netherlands each constituted between 3.6 per cent and 2.4 per cent of the total traffic during 1999.

## 6.1.10 Top Ten Markets

During 1999, arrivals from five out of top ten tourist generating countries registered positive growth. Maximum increase, was registered in the case of Australia (26.4 per cent) followed by Malaysia (10.8 per cent), Canada (3.5 per cent), USA (3.0 per cent) and Sri Lanka (1.5 per cent). Negative growth was registered in the case of France (12.3 per cent), Japan (11.4 per cent), Germany (9.5 per cent), U.K. (8.3 per cent) and Singapore (1.9 per cent). Arrivals from various countries in 1998 and 1999 with percentage change are given below:-

TOURIST ARRIVALS FROM TOP TEN COUNTRIES IN 1998 & 1999.

	Nur	nber	% change	% to the	e total
Nationality	1998	1999	1999/98	1998	1999
U.K.	376513	345085	-8.3	19.1	17.0
USA	244667	251926	3.0	12.4	12.4
Sri Lanka	118292	120072	1.5	6.0	5.9
France	97898	85891	-12.3	4.9	4.2
Germany	93993	85033	-9.5	4.8	4.2
Canada	80111	82892	3.5	4.0	4.1
Japan	89565	79373	-11.4	4.5	3.9
Australia	57807	73041	26.4	2.9	3.6
Singapore	54328	53310	-1.9	2.8	2.6
Malaysia	47496	52613	10.8	2.4	2.6
Others	714125	795795	11.4	36.2	39.5
TOTAL =	1974815	2025031	2.5	100.0	100.0

# 6.2 TRENDS IN TOURIST ARRIVALS – COUNTRY WISE ANALYSIS

Tourist arrivals from the top ten countries from 1981 to 1999 is given on the page 235.

On close examination of the figures it was noticed that although there was generally an upward trend in tourist arrivals over years, there was a sharp decline in the tourist arrivals during the years 1984, 1985 and 1991. This trend was generally observed for all the ten countries. If we recollect, in 1984 the Prime Minister of India was assassinated which led to wide spread riots all over the country. This became the main reason for decline in tourist arrival, since the security is foremast to any tourist and riots bring with it a sense of insecurity. The situation became normal thereafter till 1991, when once again the decline was observed. Another Prime Minister was assasinated in 1991 and again the feeling of insecurity creeped in lowering the number of arrivals.

We will now discuss the trend over years in tourist arrivals for each of these ten countries separately.

					Tal	Table – I				
	T	TOURIST ARRIV		FROM	ALS FROM TOP TEN COUNTIRES FROM 1981 TO 1999	COUNTI	RES FRO	T 1881 MC	'O 1999	
Year	U.K.	U.S.A.	Sri Lanka	France	Germany	Canada	Japan	Australia	Singapore	Malaysia
1981	116484	82082	75842	57272	55471	25328	29032	20940	17950	26458
1982	120772	86806	76143	59267	50885	25991	29132	23395	19026	26552
1983	136823	95847	81716	50158	52120	29857	26662	23436	21252	25796
1984	124205	95651	75449	47148	48930	25135	29566	24546	19204	22993
1985	119544	95920	69063	44091	45738	29022	30573	22047	18485	23265
1986	160585	125364	75631	65948	64811	39837	36402	33264	24189	26209
1987	166590	134876	75351	64432	72300	37677	46240	32883	26380	28480
1988	200509	122888	70640	66269	77543	37498	49244	31462	27565	29635
1989	229496	134314	67860	78001	78812	40306	58707	30443	29377	33120
1990	235151	125303	68400	79496	71374	41046	59122	30076	32570	34278
1991	212052	117332	70088	69346	72019	36142	46655	22700	28363	30617
1992	244263	152288	71935	74304	84422	43386	60137	26646	35039	35201
1993	274168	158129	76898	70694	83341	47800	49616	28795	40223	35334
1994	300696	176482	89009	73088	85352	56441	63398	33142	44157	40762
1995	334827	203343	114157	82349	89040	63821	76042	36150	48632	50039
1996	360686	228829	107351	93325	99853	74031	81066	48755	47136	53370
1997	370567	244239	122080	91423	105979	78570	99729	50647	52004	60401
1998	376513	244687	118292	97898	93993	80111	89565	57807	54328	47496
1999	345085	251926	120072	85891	85033	82892	79373	73041	53310	52613

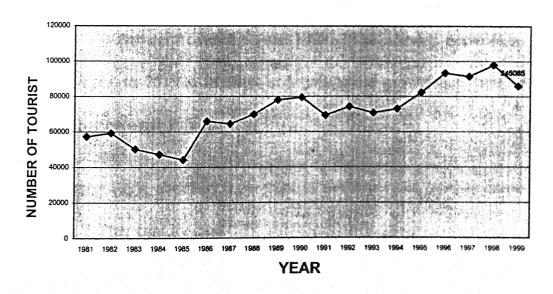
## 6.2.1 United Kingdom

United Kingdom remained on the top of all tourist generating countries for India with 3,45,085 tourist arrivals during 1999. As compared to 1,16,484 arrivals during 1981, the average compound rate of growth was 6.2 per cent per annum from 1981 to 1999.

During 1999 about 98.7 per cent of the U.K. nationals came by air and 1.3 per cent through land routes.

68.8 per cent of the British tourists were males and the 31.2 per cent were females. The most predominant age group was 35-44 with 26.6 per cent of the tourists followed by the age groups 25-34 and 45-54 with 24.0 per cent and 19.2 per cent tourists respectively.

#### TOURIST ARRIVALS FROM UNITED KINGDOM



The maximum number of arrivals were recorded during winter months of January to March (37.3 per cent) and October to December (30.9 per cent) respectively.

#### 6.2.2 United States of America

United Sates of America is presently the second largest market for India though it occupied the top position till 1973. The tourists from this country have increased steadily over the years except during 1974, 1975, 1979, 1984 and 1988. Having registered positive growth during 1985, 1986, 1987 and 1989, arrivals from United States of America showed negative growth of about 6.7 per cent during 1994, 1995, 1996, 1997 and 1998 recorded a growth of 29.8 percent, 3.8 per cent, 11.6 per cent, 15.2 per cent, 12.5 per cent, 6.7 per cent and 0.2 per cent respectively over the previous years. The growth registered during 1999 was 3.0 per cent over the year 1998. The arrivals grew from 82082 in 1981 to 251926 in 1999 at a compound growth size rate of about 6.4 per cent per annum.

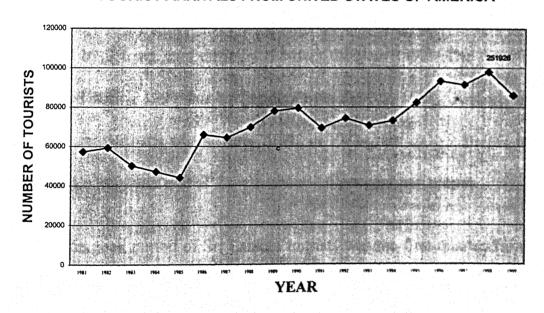
During 1999, about 99.0 per cent of the American tourists came by air and 1.0 per cent by land.

While 66.5 per cent of the American tourists were males, the rest were females. The dominant age-group among them was 35-44 years (16.2%) followed by the age-group 25-34 years (21.4 per cent) and 45-54 years (20.3 per cent) respectively.

The maximum tourist arrivals was during winter months of October to December which accounted for 33.1 per cent of the total arrivals from this country, followed by January-March (27.7 per cent).

While 95.5 per cent of US Nationals visited India for holiday and sight seeing, 6 percent came for business and 1.4 percent came for visiting friends and relatives.

#### **TOURIST ARRIVALS FROM UNITED STATES OF AMERICA**



#### 6.2.3 Sri Lanka

Sri Lanka continued to occupy the third position among the tourist generating countries for India and constituted about 5.9 per cent of the foreign tourist arrivals in India during 1999. During 1984 and 1985, the traffic declined by 7.7 per cent and 8.5 per cent respectively. Though it registered an increase of 9.5 per cent during 1986, again it declined by 0.4 per cent in 1987, 6.3 per cent in 1988, 3.9 per cent in 1989. The traffic increased during the years 1990, 1991, 1992, 1993, 1994, 1995 registering a growth rate of 0.8 per cent, 2.5 per cent, 2.6 per cent, 6.9 per cent, 15.7 per cent and 28.3 per cent over the corresponding previous years. However, a decline of 6.0 per cent was registered during 1996 over the year 1995. The traffic increased during 1997 and registered a growth of 13.7 per cent over the year 1996 but declined by 3.1 per cent during 1998 over the year 1997. The growth registered during 1999 was 1.5 per cent over the year 1998. Arrivals of Sri Lankan nationals which were 75,842 in 1981 grew up to 1,20,072 in 1999 at a compound rate of growth about 2.6 per cent per annum.

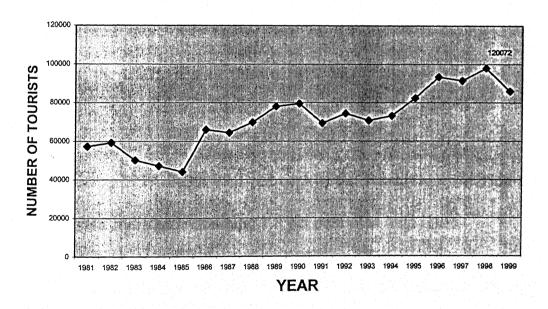
The peak period of Sri Lankan tourists was the first quarter from January to March constituting 28.2 per cent followed by third quarter

from July to September with 25.7 per cent during the year 1999. About 99.3 per cent of the tourists travelled by air and 0.7 per cent by land.

About 63.9 per cent of the Sri Lankan tourists were males. The dominant age-group was 35-44 years (26.6 %) followed by the age-group 45-54 years (22.3%) and 25-34 years (19.7%).

While 79.9 per cent of Sri Lanka nationals visited India for holiday and sight seeing, about 9.9. per cent came for visiting friends and relatives and another 2.5 per cent came for business.

#### **TOURIST ARRIVALS FROM SRI LANKA**



## 6.2.4 France

France occupied the fourth position among the tourist generating countries for India and constituted about 4.2 per cent of the foreign

tourist arrivals in India during 1999. The arrivals grew from 57,272 in 1981 to 85,891 in 1999 at a compound growth rate of 2.3 per cent. During seventies the growth achieved was in the range of 4 per cent to 5.6 per cent but during eighties especially from 1983 onwards there was a negative trend. The arrivals during 1986, however, registered an increase of 49.6 per cent. After having negative growth of arrivals during 1987, arrivals from France showed positive growth during 1988 to 1990 and 1993. However, the traffic declined by 12.8 per cent during 1991 but showed a positive growth of 7.1 per cent during 1992. Again the traffic increased by 3.4 per cent, 12.7 per cent and 12.3 per cent during 1994, 1995 and 1996. The year 1997 witnessed a decline of 2 per cent and there was an increase of 7.1 per cent during 1998. However, the traffic decline during 1999 was of the order of 12.3 per cent over the 1998.

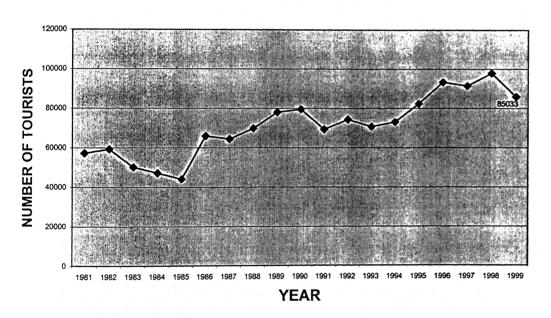
During 1999, about 98.2 per cent of the French tourists used air route to visit India and remaining 1.8 per cent used land route.

About 69.2 per cent of the French tourists were males. The age group 35-44 years accounted for 28.3 per cent followed by age group 25-34 with 24.5 per cent.

The period from January to March was the most popular period of visit for the French tourists constituting 29.9 per cent followed by the months of October to December with 26.2 per cent.

While 91.2 per cent of French nationals visited India for holiday and sight seeing, 4.7 per cent came for business and 3.8 per cent for visiting friends and relatives.

#### **TOURIST ARRIVALS FROM FRANCE**



## 6.2.5 Germany

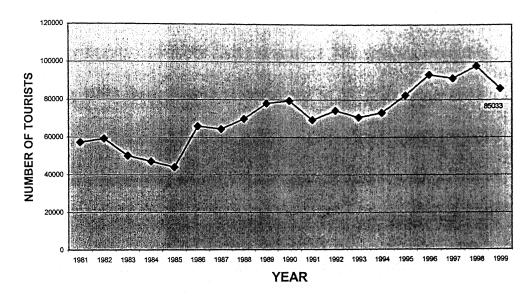
Nationals of Germany contributed about 4.2 per cent of the foreign tourist arrivals in India during 1999 and occupied the 5<sup>th</sup> position amongst the major tourist generating markets in India. The

except during some of the years in eighties. The arrival grew from 55,471 in 1981 to 85,033 in 1999 at a compound rate of growth of 2.4 per cent. A substantial growth of about 41.7 per cent was registered during 1986 followed by about 11.6 per cent, 7.3 per cent and 1.6 per cent growth during 1987, 1988 and 1989 respectively. The traffic during 1990 declined by 9.4 per cent but there was increase of 0.9 per cent and 17.2 per cent during 1991 and 1992. The traffic from this country declined by 1.3 per cent during 1993. However, the traffic from this country increased by 2.4 per cent, 4.3 per cent, 12.1 per cent and 6.1 per cent during 1994, 1995, 1996 and 1997 respectively but declined by 11.3 per cent during 1998. The traffic decline during 1999 was of the order 9.5 per cent over 1998.

The maximum tourists from Germany came to India in 1997. The figure was 1,05,979 and the lowest arrival was in the year 1985, the figure being 45,738. This all time low figure can be attributed to riots and unstable political conditions in India during that period.

The most preferred mode of transport for the German tourists during 1999 was air and it accounted for 98.2 per cent of the arrivals and 1.8 per cent used land routes.

### **TOURIST ARRIVALS FROM GERMANY**



About 71.7 per cent of the German tourists were males. The age group 35-44 years and 25-34 years dominated the arrivals from this country with 28.6 per cent and 24.9 per cent respectively. The age-group of 45-54 years came next with 20.3 per cent.

The maximum German tourists accounting for 33.3 per cent visited this country during January to March, 1999.

While 92.7 per cent of German nationals visited for Holiday and Sight seeing, 5.5 per cent came for business and 1.7 per cent for visiting friends and relatives.

#### 6.2.6 Canada

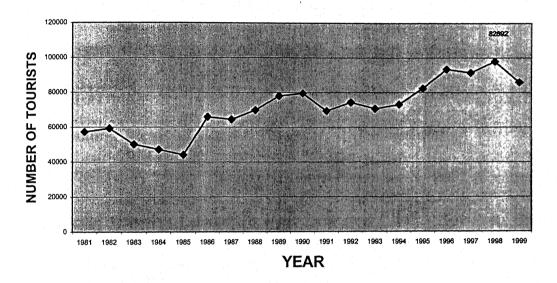
The tourists traffic to India from Canada grew since 1981 at a compound growth rate of 6.8 per cent per annum. The arrivals from this country during 1999 were 82,892 as compared to 25,328 during 1981. The arrivals increased steadily from 1972 onwards except during 1984 when there was a decline of about 15.8 per cent. It, however, registered an increase of 15.5 per cent and 37.3 per cent during 1985 and 1986 but went down by 5.4 per cent and 0.5 per cent during 1987 and 1988 respectively. Traffic increased during 1989 and 1990 by 7.5 per cent and 1.8 per cent and decreased during 1991 by 11.9 per cent over previous year. However, the traffic from Canada increased during 1992, 1993, 1994, 1995, 1996, 1997 and 1998 by 20.0 per cent, 10.2 per cent, 18.1 per cent, 13.1 percent, 16.0 per cent, 6.1 per cent and 2.0 per cent respectively. The year 1999 ended with an increase of 3.5 per cent over 1998.

The share of Canada in the total tourist traffic to India was about 4.1 per cent during 1999.

About 98.0 per cent of the Canadian tourist visited India by air and 2.0 per cent by land during 1999.

About 74.2 per cent of the Canadians were males and the age-group which was predominant was 35-44 years sharing 29.7 per cent of the total followed by the age-group of 25-34 years (25.8 per cent).

## **TOURIST ARRIVALS FROM CANADA**



The October to December 1999 period accounted for 37.9 per cent of the arrivals followed by the period January to March with 24.7 per cent.

While 98.0 per cent tourists from Canada visited India for holiday and sight seeing, 0.8 per cent came for business and 1.0 per cent for visiting friends and relatives.

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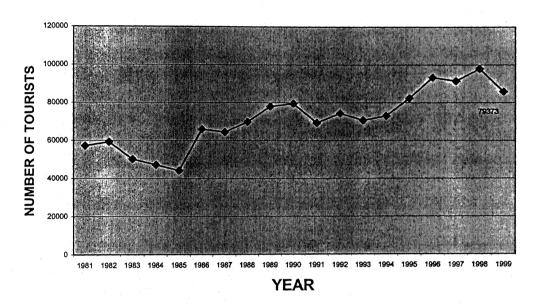
### 6.2.7 Japan

Japan is one of the most important tourist generating markets of India in the East. Though the arrivals of Japan nationals were increasing steadily till 1980, it declined during 1981 and 1983 by 5.1 per cent and 8.5 per cent respectively over the corresponding years. During 1985, 1986, 1987, 1988, 1989 and 1990 the arrivals from this country again went up by 3.4 per cent, 19.1 per cent, 27.0 per cent, 6.5 per cent, 19.2 per cent and 0.7 per cent respectively as compared to corresponding previous years. However, it declined during 1991 by 21.1 per cent over 1990. The arrivals from Japan during 1992 recorded phenomenal growth of about 28.9 per cent over 1991. However, the arrivals during 1993 declined by 17.5 per cent over the year 1992. The arrivals increased by 27.8 per cent, 19.9 per cent, 30.2 per cent and 0.7 per cent during the year 1994, 1995, 1996, and 1997 respectively over the corresponding previous years but in 1998 there was a negative growth rate of 10.2 per cent as compared to previous year. The year 1999 ended with a decline of 11.4 per cent over the previous year.

The contribution of Japanese tourists in the total arrivals in India was 3.9 per cent during 1999. During this year about 96.2 per cent of tourists came to India by air and 3.8 per cent by land routes.

About 73.1 per cent of the Japanese tourists were male. The dominant age-group of these tourists was 25-34 years (27.2 per cent) followed by the age group of 35-44 years (25.0 per cent).

### **TOURIST ARRIVALS FROM JAPAN**



The maximum number of Japanese tourists (25778 or 32.5 per cent) arrived during the months of January - March. While 97.2 of Japanese nationals visited India for holiday and sight seeing, 1.6 per cent visited for business and 1.1 per cent for visiting friends and relatives.

### 6.2.8 Australia

During 1999, Australia occupied the 8<sup>th</sup> position among top ten tourist generating markets for India. The growth registered during 1988 to 1995 was 2.0 per cent. Australia registered a phenomenal growth of

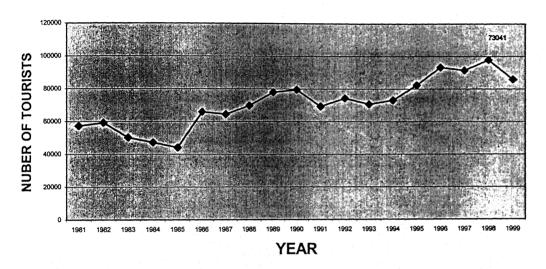
34.9 per cent during 1996 over the year 1995. The growth registered during 1997 and 1998 was 3.9 per cent and 14.1 per cent respectively. Australia continued to register a positive growth during 1999 of the order 26.4 per cent over 1998. The tourist traffic from Australia during 1981 was 20,940 which increased to 73,041 in 1999 with a compound growth rate of 7.2 per cent per annum. The contribution of Australian tourists to the total traffic to India was about 3.6 per cent in 1999. The air was predominant mode of transport for Australian tourists constituting 97.3 per cent of the total arrivals. Remaining tourists came through land routes.

The male tourists constituted about 70.5 per cent in 1999. The dominated age group was 35-44 years accounting for 29.2 per cent of the total tourists arrivals followed by the age group 25-34 years with 25.7 per cent.

The maximum number of tourists from Australian came to India during October to December, 1999 constituting about 35.9 per cent followed by the period January to March with 25.6 per cent. The lowest tourist arrival was in May and June which are the hottest months in India, and hence are not preferred by tourists.

While 90.1 per cent tourists from Australia visited India for holiday and sight seeing 7.9 per cent came for business and 1.8 per cent for visiting friends and relatives.

### **TOURIST ARRIVALS FROM AUSTRALIA**



## 6.2.9 Singapore

During 1999, Singapore occupied the 9<sup>th</sup> position among the major tourist generating markets in India. The arrivals grew from 17950 in 1981 to 53310 in 1999 at a compound growth rate of about 6.2 per cent per annum. The tourists from this country increased steadily from 1982 to 1983. But negative growth of 9.6 per cent and 3.7 per cent was registered during 1984 and 1985 respectively over the corresponding previous year. However, the arrivals during 1986, 1987, 1988, 1989 and 1990 recorded a growth of 30.9 per cent, 9.1 per cent, 4.5 per cent,

6.6 per cent and 10.9 per cent respectively over the corresponding period of previous years.

A negative growth was registered during 1991 of the order of 12.9 per cent over 1990. The traffic increased during 1992, 1993, 1994 and 1995 of the order of 23.5 per cent, 14.8 per cent, 9.8 per cent and 10.1 per cent respectively over the corresponding previous years. A negative growth of 3.1 per cent over 1995 was registered during 1996 and again the year 1997 and 1998 witnessed positive growth of 10.3 per cent and 4.5 per cent as compared to the arrivals in the corresponding previous years. The year 1999 ended with a negative growth of 1.9 per cent over 1998.

The contribution of Singapore tourists to the total tourist arrivals in India was 2.6 per cent in 1999.

The predominant mode of transport was air constituting about 99.7 per cent of the total tourist arrivals. Remaining tourists came through land routes.

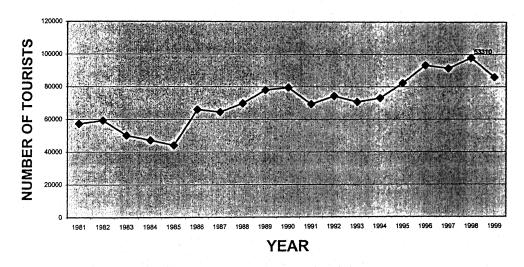
The male tourists constituted 60.4 per cent of the total in 1999.

The age-group which dominated the arrivals was 35-44 years

accounting for 27.3 per cent of the arrivals followed by the age-group 25-34 years with 21.7 per cent during 1999.

The quarter October to December 1999 accounted for maximum number of arrivals constituting 29.6 per cent followed by the quarter January to March with 26.7 per cent.

### **TOURIST ARRIVALS FROM SINGAPORE**



While 76.2 per cent tourists from Singapore visited India for holiday and sight seeing, 14.6 per cent came for business and 6.7 per cent for visiting friends and relatives.

## 6.2.10 Malaysia

The growth registered during 1992, 1993, 1994, 1995, 1996 and 1997 was about 15.0 per cent, 0.4 per cent, 15.4 per cent, 22.8 per cent, 6.7 per cent and 13.2 per cent over previous years. Tourists traffic from Malaysia declined by 21.4 per cent during 1998 over 1997. The tourist

traffic during 1999 ended with an increase of 10.8 per cent over 1998. The tourist traffic from Malaysia during 1981 was merely 26458 which increased to 52613 in 1999 with a compound growth rate of about 3.9 per cent per annum.

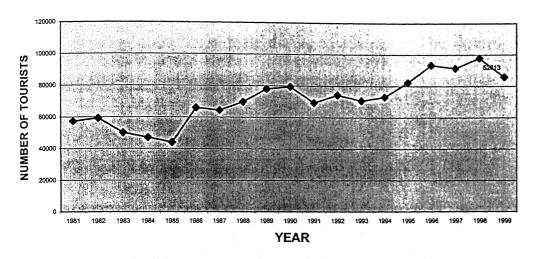
The contribution of Malaysian tourists to the total tourist traffic to India was 2.6 per cent in 1999. The air was predominant mode of transport of Malaysian tourists constituting 99.3 per cent of the total arrivals. Remaining tourists came through land routes.

The male tourists constituted 62.2 per cent in 1999. The dominated age-group was 35-44 years accounting for 26.6 per cent of the total arrivals followed by the age-group 45-54 with 23.6 per cent.

The maximum number of tourists from Malaysia came to India during October to December, 1999 constituting about 32.6 per cent followed by the January to March with 26.9 per cent.

While 86.0 per cent tourists from Malaysia visited India for holiday and sight seeing 0.9 per cent came for business and 11.2 per cent for visiting friends and relatives.

#### **TOURIST ARRIVALS FROM MALAYSIA**



# 6.3 SEASONALITY IN FOREIGN TOURIST ARRIVALS

### 6.3.1 Seasonality

The factors like global economic situation, political stability, tourism facilities, touristic image etc., contribute to the flow of foreign tourist arrivals in the country. Besides, there are seasonal variations, which produce identical patterns during corresponding months of successive years. The arrival of tourists in India in peak and lean months from different countries during 1999 are given below:

Country	Lean Month	Peak Month	
U.K	June January		
U.S.A.	May	November	
Sri Lanka	May	August	
France	May	February	
German	May	January	
Canada	May	November	
Japan	June	February	
Australia	June	November	
Singapore	May	December	
Malaysia	June	December	

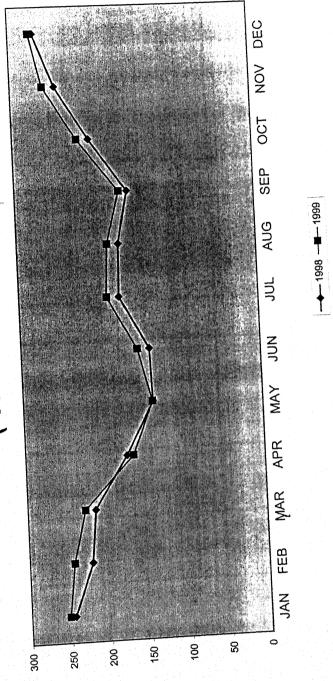
6.3.2 The tourist arrivals in various seasons to India also varies depending upon the climate during that season. The figures for last five years for four quarters are given below:-

Percentage of Tourist Arrivals.					
	1995	1996	1997	1998	1999
January-March	26.80	28.80	29.60	29.50	30.40
April-June	18.20	17.70	17.40	18.40	18.00
July-September	22.50	21.70	21.70	21.20	21.60
October-December	32.50	31.80	31.30	30.90	30.00

From the above data it is clearly evident that about 60% of the tourists visit India between October to March, which is climatically the best season to visit India.

6.3.3 To be more specific month-wise tourist arrivals for the year 1998 & 1999 is depicted graphically on the next page. The peak months were December followed by January, November and February. The lowest arrival was in May and June.

MONTH-WISE TOURIST ARRIVALS (To show seasonality)



# 6.4 FOREIGN EXCHANGE EARNINGS FROM TOURISM

**6.4.1** Tourism is the second largest net foreign exchange earner for India. The estimates of foreign exchange earnings from tourism are compiled by the Reserve Bank of India as a part of 'Balance of Payment Statistics'.

The Estimated Foreign Exchange Earnings from Tourism since 1991 are as given in the following table which clearly shows the upward trend.

Year	Foreign Exchange Earnings	Percentage	
	(Rs. In Crores)	Change	
1991	4318	_	
1992	5951	37.8	
1993	6611	11.1	
1994	7129	7.8	
1995	8430	18.2	
1996	10046	19.2	
1997	10511	4.6	
1998	12150	15.6	
1999	12951	6.6	

## 6.5 WORLD TOURISM SCENARIO

### 6.5.1 World Tourist Traffic

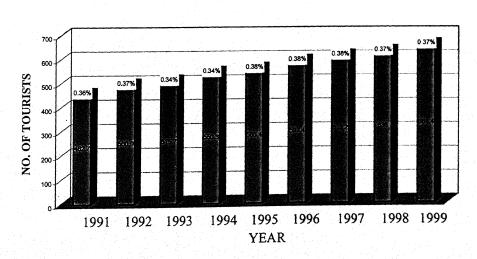
The world tourist arrivals in 1999 were 664.4 million as compared to the arrival figure of 636.0 million during 1998. Thus growth registered in 1999 was about 4.5 percent.

The basic profile of international tourism remained more or less the same during 1999. Europe and America continued to be the most important tourist receiving regions accounting for about 77.8 per cent of the world tourist in 1999. The following table gives the summary of international tourist arrivals over the last ten years.

INTERNATIONAL TOURIST ARRIVALS WORLDWIDE 1991-1999 AND SHARE OF INDIA

YEAR	WORLD TOURIST ARRIVALS	SHARE OF	
	(in Millions)	INDIA	
1991	462.7	0.36%	
1992	500.9	0.37%	
1993	515.7	0.34%	
1994	550.3	0.34%	
1995	565.4	0.38%	
1996	597.4	0.38%	
1997	618.2	0.38%	
1998	636.0	0.37%	
1999	664.4	0.37%	

INTERNATIONAL TOURIST ARRIVALS WORLDWIDE 1991-1999 AND SHARE OF INDIA



# **CHAPTER-VII**

# FORECASTING TOURISM DEMAND AND MARKET TRENDS

### 7.1 INTRODUCTION

Two important concepts for tourism analysis are forecasting and demand. Forecasting refers to the task of making predictions. practice, most of the predictions made by tourism analysis concern the demand for tourism commodities. An understanding of the concept of demand and of its various connotations can help in understanding the practice and problems of forecasting tourism trends. Conversely, an appreciation of the nature of the forecasting can shed light on how demand is studied and measured. The nature of forecasting and some of the general issues associated with selecting a forecasting model are described below. The nature of demand is then considered, with special attention given to both the definitions of demand and the forces that cause demand to change. Finally, three different forecasting models are described which illustrate various approaches which can be used in forecasting tourism trends.

# 7.2. Nature of Forecasting

Virtually all policy analysis and planning problems in tourism require forecasts of future conditions. Estimates of future levels of demand for different commodities, travel volumes, the market share of various destinations or business, household incomes, interest rates on loans, changes in consumer tastes, and many other economic and social variables are vital to managing and planning tourism development. Forecasting can give us an idea of what future conditions may be like if we fail to take corrective action, and it can provide us with an assessment of the possible outcomes of alternative courses of action.

The challenges of successful forecasting are more than just the technical difficulties of developing an accurate model. Forecasting models must be developed with a clear understanding of both the nature of the problem for which forecasts are desired and of the resources available to the analyst charged with making the forecast. Stynes identified four factors that should be considered when developing a forecasting model: (1) the organizational environment, (2) the decision making situation, (3) existing knowledge; and (4) the nature of the phenomenon being studied.

# 7.2.1 The Organisational Environment

Each organisation has resources, ways of operating, and objectives specific to it. These characteristics influence the goals and types of forecasting the decision-makers in that organisation want. An agency that prides itself on being politically neutral and on producing objective, high-quality forecasts will have very different standards for forecasting then an organisation devoted to the lobbying of a predetermined political position. The availability of resources such as data banks, computers, software, statisticians, and other technical experts will also influence the type of forecast that can be developed. We need to be aware of all these aspects of the organisational environment in order to design a model that will function effectively within that environment.

# 7.2.2 The Decision-making Situation

This is related to the organisational environment. Some organisations need to make decisions quickly for their immediate future, others work with a more distant planning horizon and have a longer time period available for developing their model. The level of precision required for a decision is also important in selecting the appropriate forecasting technology. Generally, the greater the precision required, the more complex the model and the longer the lead time

required. Another aspect of the decision-making situation is the level of accuracy required. Whereas precision refers to the amount of detail, accuracy is a measure of the correctness of the forecast. For example, a forecast that the demand for international air travel between the India and the USA will increase next year by 63.25 per cent is precise, but probably not accurate. On the other hand, simply saying that the demand will increase may well be accurate, but it is not precise. As with precision, greater accuracy usually requires more resources and a longer lead time for model development.

### 7.2.3 Existing Knowledge

Scientific forecasts are based on information about past and current conditions. Some types of forecasting models, such as trend extrapolation or systems simulation models require significant amounts of historical data. The issue of existing knowledge also refers to our understanding of theoretical issues associated with the phenomenon being forecast and our familiarity with the forecasting technology. A match has to be made between the theoretical and technical requirements of the problem.

# 7.2.4 Nature of the Phenomenon being Forecast

Certain phenomena show a high degree of stability. The per centage of Indians taking vacations has remained virtually unchanged

since the early 1990s. Other phenomena exhibit dramatic changes from year to year in response to fads, local crises or other forces. The former, by their very nature, are much easier to predict than the latter. We will also need to consider whether the phenomenon being modelled is best studied with a stochastic model (which predicts percentage or probabilities) or a deterministic model (which predicts absolute numbers). A choice between a linear and a non-linear model will also depend on the nature of the phenomenon. More general knowledge of the forces that have affected the past behaviour of the phenomenon can assist in the selection of the most useful variables and perhaps even the best model structure.

## 7.3 Forecasting Models

Forecasting models in tourism may be classified as belonging to three categories: (1) trend extrapolation models; (2) structural models; and (3) simulation models.

Trend extrapolation models, as their name suggests, rely on the extrapolation of a historical series of data into the future. One of the simplest way is a manual plot of data on a graph. The vertical axis on the graph is some measure of tourism demand or market activity, while the horizontal axis contains units of time, such as years. A line is visually fitted to the data and then extended beyond the observed data

to a desired point in the future. More sophisticated models are available to accomplish the same task. These include simple regression models, exponential models, logistic models, quadratic equations, and harmonic analysis. Despite the differences in the statistical complexity of each and the shape of the extrapolation curve, we assume in each model that the observed trend will continue for some reasonable period of time into the future.

Structural models depend on the identification of the relationship between some measure of tourism demand and a series of casual variables, such as price, income, distance, or competition. These relationships are usually identified using multiple regression or analysis of variance and cross-sectional data. Once the model has been calibrated, estimates of future values of the causal variables are used in the model to make a forecast of future tourism demand.

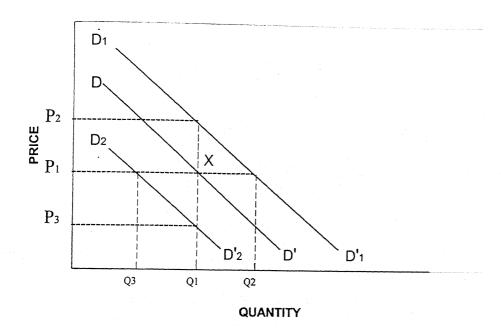
Simulation models are a complex set of equations that typically combine both trend extrapolation and structural models into a more comprehensive systems simulation. Relationships between many variables, including feedback, synergistic, and dampening effects, are specified through a series of interrelated equations. These models also rely on historical data for model calibration. Forecasts are made by specifying expected values for the causal variables, and then solving the

system of equations to arrive at predicted values of the dependent variables.

The choice of the most appropriate model involves consideration of the four factors described earlier. The ultimate choice often requires trade-off between a model that will provide the ideals of the greatest accuracy and precision possible and the constraints imposed by time, budget, and other resources. No single model is best on all criteria. All models are capable of producing good-quality forecasts if they are properly developed and applied, if adequate data are available, and if the problem being studied conforms closely to the assumption implicit in the specific model. The degree to which the development and application of a forecasting model departs from these conditions ultimately determines the quality of the forecast.

### 7.4 NATURE OF DEMAND

Demand is an ambiguous word with at least four definitions used by tourism analysts. The most traditional definition is that of neoclassified economics; demand is the schedule of quantities of some goods or service that will be consumed at various specified prices. Higher consumption is usually associated with lower prices; lower consumption with higher prices. Demand in this sense, can be described graphically as:



The downward sloping line. DD', reflects the inverse relationship between price and consumption. Consumption, in the context of tourism, refers to the purchase of some goods or service, such as a hotel room; participation in some activity, such as a pleasure drive in a private automobile; or attendance at an attraction, such as visiting a historical site.

Demand is also used to refer to actual consumption. This definition of demand would be represented as a single point on DD' in the above figure. Such a point, labelled X, is the pairing of a specific price. P<sub>1</sub>, and observed consumption, Q<sub>1</sub>. This is arguably the most

price.  $P_1$ , and observed consumption,  $Q_1$ . This is arguably the most common use of the word 'demand' but it is of limited usefulness to tourism analysts because it tells us nothing about trends of levels of unmet demand. It is not, therefore, a useful definition for forecasting.

A third definition is that of unmet demand, which is also referred to as latent demand. Latent demand is a measure of the difference between the potential level of consumption and the observed level. The difference may be due to shortage of supply, excessively high prices, scheduling problems, or other barriers. Latent demand is of special interest to tourism planners because it represents the potential for market expansion.

Finally, demand is used to refer directly to a forecast of future consumption. This conception of demand is closely related to the neoclassical definition, but there are important distinctions. Demand in the sense of future participation is seen as a function of many variables, not just price. It also refers to the anticipated mix and values of those variables that affect demand. Demand as future consumption is thus both broader and narrower than the neo-classical definition. It includes more variables, but the focus is on estimating one single value, not a schedule of values.

## 7.4.1 Demand Shifters

The variables implicit in demand as future consumption are known collectively as demand shifters. These include consumer characteristics such as age, education, previous experience with similar products, and tastes as well as the effects of promotional efforts, product innovation, and new technology. Consider the demand for rooms at a given hotel. This demand, in the neo-classical sense would be represented by curve DD' in our previous figure. If the hotel adds a new recreational complex, shuttle services to a nearby airport, or expands its conference and meeting facilities, the demand is likely to grow. This would be represented by shifting DD' to the right, to D<sub>1</sub>D<sub>1</sub>'. Consumers are willing to pay more, P<sub>2</sub> for the same level of consumption. They are also willing to consume more, Q<sub>2</sub>, if the price remains at P<sub>1</sub>.

If the hotel begins to deteriorate through poorer maintenance, a lessened quality of service, or unfavourable publicity about hotel problems, the demand can be expected to drop. This is reflected by shifting DD' to the left, to  $D_2$   $D_2$ '. Consumers would be willing to purchase the original number of rooms only if the price drops to  $P_3$ . If prices do not change, total consumption will fall to  $Q_3$ .

Demand analysis, including forecasting, may focus on either an individual or a group. The patterns for individuals tend to be more complex and have a higher degree of variance, and thus are harder to predict accurately than demand patterns for groups. The main reason for this is the fact that large numbers of individuals tend to average out the idiosyncratic behaviour of single individuals. Large groups tend to display more stable patterns that cluster around a mean value. Young and Smith described effects of the level of aggregation on demand forecasting. Their work confirmed the experience of many others who have noted that the reliability and accuracy of models increases as the level of aggregation increases. While this is desirable to a point, the most accurate models are often obtained at the most general levels of analysis - analysis so generalized and based on such highly aggregated data that the results have little value for policy and planning problems. As with the other issues surrounding the selection of a forecasting model, the analyst must make a trade-off between a highly accurate, highly aggregated, but less useful model and one that has a lower level of aggregation and thus potentially greater usefulness but with lower accuracy and reliability.

### 7.4.2 Elasticity

Elasticity is a concept closely tied to the neo-classical definition of demand. In the previous figure, the slope of DD' indicates the degree to which consumption changes given a change in the price of the commodity. A steep line indicates that a large change in price has relatively little effect on consumption; a flatter line reflects large changes in consumption associated with modest changes in price. Ouantitatively, elasticity may be defined as the ratio between the observed percentage change in consumption and 1 per cent change in price. A commodity with unitary elasticity is one whose consumption changes at the same rate as price; a 1 per cent drop in price causes a 1 per cent rise in consumption, and vice versa. If the consumption changes at a percentage rate lower than that of a price change (a steep line), the commodity is described as being inelastic. Conversely, if the consumption changes at a rate faster than changes in price (a flatter line), the commodity is elastic.

Two major characteristics of commodities influence their degree of elasticity. Those that are necessities tend to be inelastic. Food staples such as bread and salt, modern necessities such as petrol or telephone service, and life-supporting goods such as some prescription drugs show relatively little short-term variation in consumption due to

changes in price. In contrast, the purchase of luxury goods, which include many tourism commodities, tend to be elastic.

Elasticity may also be examined from the perspective of income. This shift in perspective is of special value to tourism analysts because of the close relationship between the ability to pay for tourism experiences (measured by income) and the willingness to pay for them (measured by demand). If we replace price on the vertical axis of a demand curve by income, the slope of the demand curve becomes positive. Higher incomes are usually associated with higher levels of consumption. The degree of association, reflected by the slope of the line, is the income elasticity. Commodities that are purchased at only slightly elevated levels as incomes rise have low elasticity. Expenditure on other goods, however, rises at a rate faster than income rises. These high elasticity goods are known as superior goods. Commodities whose rate of consumption rises at the same rate as income increases have unitary elasticity. Finally, the consumption of other commodities may actually drop as income rise. These are known as inferior goods. These observations were first formally made by a German statistician, Ernst Engle, in the middle of the nineteenth centruy. Engle predicted that as incomes rise: (1) the percentage spent on food would fall; (2) the

percentage spent on lodging and clothing would remain about the same; and (3) the percentage spent on all other goods would rise.

# 7.5 TREND EXTRAPOLATION

# 7.5.1 Simple Regression Analysis

One of the simplest but most useful methods of trend extrapolation is simple regression analysis. Simple regression is a method for correlating two variables against each other. Both variables must be measured on an interval scale. The form of a simple regression model is:

Y = a + bX

Where: Y = dependent variable;

a,b = coefficients to be estimated;

X = independent variable.

The dependent variable is some measure of tourism demand or consumption, such as a count of visitors to an attraction, total receipts, or the number of scheduled airline flights. The independent variable may be any of a wide variety of demand shifters such as income, or other aggregate variables such as total market size. One especially useful independent variable is time. Data related to levels of demand are collected for a number of specified units of time, such as years. If the change in business levels is fairly stable over time, a reasonably

accurate forecasting model may be developed by correlating level of demand against time.

Regardless of the independent variable selected, the process of making a forecast is the same. The coefficients in the above equation are estimated using least-squares estimation method using historical data. Once the model has been calibrated, We substitute an expected future value of the independent variable (obtained from an independent forecast) into the equation and solve for Y. This new value of Y is the forecast value of future business levels.

The central problem in simple regression is the statistical definition of a linear function that best summarizes a set of data. The procedure of forecasting using simple regression analysis is given below:-

### **Procedure**

1. Select the appropriate dependent variable and an independent variable, usually some unit of time. Designate the dependent variable as Y and the independent variable as X. Select appropriate units of analysis and collect data. A minimum of 10 to 15 observations is normally desirable.

- 2. Prepare a table. The first column, X, will contain values of the independent variable; the second column, Y, lists values of the dependent variable. The third column is the product of X and Y. The fourth and fifth columns are X<sup>2</sup> and Y<sup>2</sup> respectively. Also obtain the sums of each column.
- 3. Calculate b with the equation:

$$b = \frac{n(\Sigma XY) - (\Sigma X)(\Sigma Y)}{n(\Sigma X^2) - (\Sigma X)^2}$$

4. Once we have a value for b, the value of a is obtained from:

$$a = \sum \underline{\Sigma} \underline{Y} - \underline{b} (\underline{\Sigma} \underline{X})$$

Where: n = number of observations.

5. The coefficient of correlation, r, is the measure of the goodness of fit between the estimated regression line and the data. It indicates the degree to which there is a linear relationship between X and Y. It is calculated with the equation:

$$r = \frac{n (\Sigma XY) - (\Sigma X) (\Sigma Y)}{\sqrt{(n(\Sigma X^2) - (\Sigma X)^2 \sqrt{n(\Sigma Y^2) - (\Sigma Y)^2}}}$$

The sign of r will be the same as that of b, the slope of the regression line. A positive sign reflects a direct correlation between X and Y; a negative sign reflects an inverse relationship. A value close to zero indicates a horizontal line, or no correlation between X and Y. The values of r range from 1.00 to -1.00. These extreme values as well as the mid-point of 0.00 are easy to interpret, but intermediate values

are more frequently obtained. One method of interpreting this is to square the value, obtaining  $r^2$ . This statistic may be interpreted as a measure of the explained variance attributable to the independent variable. The extreme value of  $r^2$  are 0.00 and 1.00. A value of 0.80 indicates that the independent variable explains 80 per cent of the variation in the dependent variable; a model with an  $r^2$  of 0.80 would be considered four times as strong as one that produced an  $r^2$  of 0.20.

The above procedure was applied on tourism data to forecast the tourist arrivals for next 10 years. Since the values of X are years, a short cut was used to simplify the calculations of a and b. The values of X as years was replaced with values that will cancel out when summed. If the number of years is even, the years are replaced with the value: -3, -2, -1, 1, 2, 3

....If the number is odd, we use....-3, -2, -1, 0,1, 2, 3.

....The equations for a, b, and r then become:

$$a = \frac{\sum Y}{n}$$

$$b = \frac{\sum XY}{\sum X^{2}}$$

$$r = \frac{n(\sum XY)}{(\sqrt{n(\sum X^{2})})(\sqrt{n(\sum Y^{2})} - (\sum Y)^{2})}$$

A forecast is then made by extending the series of codes to the future years. This procedure was applied to forecast tourist arrivals to India in next 10 years. The calculations are given below:-

Year	X	Tourist arrival	XY	X <sup>2</sup>	$Y^2$
		(in lacs) (Y)			
1989	-5	17.36	-86.80	25	301.36
1990	-4	17.07	-68.28	16	291.38
1991	-3	16.77	-50.31	9	281.23
1992	-2	18.68	-37.36	4	348.94
1993	-1	17.65	-17.65	1	311.52
1994	0	18.86	0	0	355.69
1995	1	21.24	21.24	1	451.13
1996	2	22.88	45.76	4	523.49
1997	3	23.74	71.22	9	563.58
1998	4	23.59	94.36	16	556.48
1999	5	24.82	121.10	25	616.03
TOTAL	0	222.66	96.28	110	4600.83

$$a = \frac{\sum Y}{n} = \frac{222.66}{11} = 20.24$$

$$b = \frac{\sum XY}{\sum X^2} = \frac{96.28}{110} = 0.88$$

$$r = \frac{n (\Sigma XY)}{(\sqrt{n(\Sigma X^2)}) (\sqrt{n(\Sigma Y^2) - (\Sigma Y)^2})}$$

$$= \frac{11(96.28)}{(\sqrt{11(110)})(\sqrt{11(4600.83)} - (222.66)^2)} = \frac{1059.08}{1117.11} = 0.95$$

Using the above values of a & b, the tourism arrivals were forecasted for the next 10 years. The following estimated figures were obtained.

Year	Estimated tourist arrival		
	(in lacs)		
2000	25.52		
2001	26.40		
2002	27.28		
2003	28.16		
2004	29.04		
2005	29.22		
2006	30.80		
2007	31.68		
2008	32.56		
2009	33.44		
2010	34.32		

The value of r is 0.95, meaning thereby that  $r^2 = 0.90$ , which means a very strong model. Therefore, simple regression analysis gives a very reliable estimate of tourism arrival forecast in the country. In fact the data of tourist arrival for the year 2000 was available, which permitted me to check the accuracy of the forecast. The actual value was 26.24 lacs. This represents an error of only 2%, which is negligible for any marketing forecast, depicting the strongness of simple regression analysis model for forecasting tourist arrival. We will now fit exponential model to forecast tourist arrival.

## 7.5.2 Fitting of exponential model

The exponential model or the logarithmic straight line is used as an expression of the secular movement, when the series is increasing or decreasing by a constant percentage rather than a constant absolute amount. In this case, the data plotted on a semi-logarithmic scale will give a straight line graph. The form of a exponential model is:

$$Y = ab^x$$

Where Y: dependent variable (tourist arrival)

a, b: Coefficients to be estimated

x: independent variable (time)

Taking log on both sides, we get:

$$Log Y = Log a + X log b$$

Or 
$$V = A + BX$$

Where 
$$V = \text{Log } Y$$

$$A = Log a$$

$$B = Log b$$

The curve fitting is then done as was done for simple regression analysis. As done in case of simple regression analysis, we may, to

make the calculations easy, take u = X-1994. The calculations are given in the following table:-

Year	Tourist	U =	V = Log Y	$\overline{\mathbf{U}^2}$	UV	$V^2$
X	Arrival	X-1994				
	Y					
1989	17.36	-5	1.239	25	-6.195	1.535
1990	17.07	-4	1.232	16	-4.928	1.518
1991	16.77	-3	1.224	9	-3.672	1.498
1992	18.68	-2	1.271	4	-2.542	1.615
1993	17.65	-1	1.246	1	-1.246	1.55
1994	18.86	0	1.275	0	0	1.626
1995	21.24	1	1.327	1	1.327	1.761
1996	22.88	2	1.359	4	2.718	1.847
1997	23.74	3	1.375	9	4.125	1.891
1998	23.59	4	1.372	16	5.488	1.882
1999	24.82	5	1.394	25	6.970	1.943
TOTAL	=	0	14.314	110	2.045	18.666

We can thus calculate A & B as follows:-

$$A = \frac{\sum V}{N} = \frac{14.314}{11} = 1.301$$

$$a = Antilog(A) = 20.01$$

$$B = \frac{\sum UV}{\sum U^2} = \frac{2.045}{110} = 0.0185$$

$$b = Antilog(B) = 1.0437$$

The actual curve fitted would then be:

$$Y = (20.01) (1.0437)^{u}$$

Or 
$$V = A + BU$$
  
= (1.301) + (0.0185)U

The expected value of V can then be calculated by substituting subsequent years for U. The actual tourist arrival forecast would be antilog (V). The estimated values of tourist arrivals for the next ten years using exponential model is given in the following table:-

YEAR U		$V = 1.301 + (0.0185)^{u}$	Trend value Y=antilog (V)	
2000	6	1.4120	25.82	
2001	7	1.4305	26.95	
2002	8	1.4490	28.12	
2003	9	1.4675	29.34	
2004	10	1.4860	30.62	
2005	11	1.5045	31.95	
2006	12	1.5230	33.34	
2007	13	1.5415	34.79	
2008	14	1.5600	36.31	
2009	15	1.5780	37.89	
2010	16	1.5970	39.54	

The co-relation coefficient was calculated using the formula:-

$$r = \frac{n \sum UV}{(\sqrt{n}\sum U^2) (\sqrt{n}(\sum V^2) - (\sum V)^2)}$$

$$= 22.495 = 0.979$$

$$(34.78) (0.6603)$$

The value of r was 0.979 meaning thereby that  $r^2$  =0.959, which means a very strong model, stronger than simple regression analysis. The predicted value of tourist arrival was 25.82 lacs as compared with the actual value of 26.24 lacs which represented an error of only 1.6%.

This is very negligible. Exponential model thus approved to be stronger than simple regression analysis.

We will now explain rest of the two methods, viz, Gravity Model and Probabilistic Model. However, when these were applied to forecast tourist arrivals in Indian situation, they did not prove to be good models. The estimated figures were too far from real figures. Without going into details, these methods are given below in brief for sake of completness.

#### 7.6 GRAVITY MODEL

The gravity model is a well-known structural forecasting model. As its name suggests, the gravity model is based on an analogy to Newton's law of gravitation. Newton's law states that the gravitational attraction between any two bodies is directly proportional to the masses of the two bodies and inversely proportional to the square of the distance between them:

$$I_{ij} = \underline{GM_i M_j} \\ D_{ij}^2$$

Where:  $I_{ij}$  = gravitation attraction between two bodies, i and j;

G = gravitational constant;

 $M_{ij}$  = masses of i and j;

 $D_{ij}$  = distance between the centers of i and j.

This rather simple formulation has been the inspiration for a growing body of travel and interaction models in the social sciences. Interaction here refers potentially to any form of exchange between two social groups. This may be financial flows, telephone calls, mail volumes, marriages, trips, and literally hundreds of other variables. The masses of the social groups may be expressed in terms of population, relative wealth, retail floor space, destination attractiveness and many other variables. Distance is usually measured in terms of physical separation, but measures of travel time or social distance can also be used.

Crampon was the first to demonstrate explicitly the usefulness of the gravity model to tourism research. Crampon's basic model, as well as that of most other researchers who have used the gravity model is:

$$T_{ij} = \frac{GP_iA_j}{D^a_{ij}}$$

Where:  $T_{ij}$  = some measure of tourist travel between origin i and destination j;

G, a = coefficients to be estimated;

 $P_i$  = measure of the population size of origin i;

 $A_i$  = attractiveness or capacity of destination j;

 $D_{ij}$  = distance between i and j.

As with other structural models, the above equation must be calibrated with historical data before it can be used for forecasting. If this calibration is done successfully, not only do we then have a forecasting model, but the coefficients 'G' and 'a' may have some intrinsic interest. The value of 'a' for example, reflects the relative strength of distance as a deterrent to travel. The larger the estimated value of 'a', the greater the effect of distance on reducing the number of trips. The value of 'G' is less easily interpreted. In Newton's model, 'G' is a universal constant - one of the four universal constants that shape the structure of the universe. For tourism, 'G' is a proportionality constant that adjusts the magnitude of the other variables so that they explain as closely as possible the observed level of tourism activity,  $T_{ii}$ . The relative values of 'G' in different modeling situations might contain some meaning of use to tourism research, but the subject has not yet been fully addressed.

The most important reason for developing a gravity model is not to replicate observed travel patterns or to examine the magnitudes of a and G, but to provide a forecasting methodology. Given estimates of future values of  $P_i$  and  $A_j$ , and assuming a, G, and  $D_{ij}$  are constant, we can predict future levels of tourism demand.

The gravity model is used to forecast trips between a single origin and a single destination within a specified time period. If we want to make a forecast for a system with multiple origins and/or multiple destinations, we can simply calibrate a gravity model for each origin-destination pair. We shall now discuss some of the major limitations in gravity models. Some of the modifications have then been proposed to overcome those limitations.

One weakness in the basic gravity model, as expressed in the form of above equation is that it is unconstrained. In other words, there is no upper limit on the number of trips that the model may forecast. If, for example, we are calibrating a model to forecast travel by residents of some state to a given hill station and if we were to use the number of waterfall as the attraction component, our model would predict a doubling of visitors with a doubling of waterfall numbers. If the capacity were to increase tenfold, our forecast would increase tenfold. Unlimited use increases are not realistic. There is some upper bound to the number of trips a given population can make in one year; yet the basic gravity model can not reflect this fact. The solution to the problem is to develop a constrained gravity model in which a realistic upper limit is identified. This is usually accomplished by developing a two-stage model. The first stage estimates the total number of trips that

can be generated under specified conditions; the second part allocates those trips to competing destinations. A common form of the tripgeneration component of a constrained gravity model is a simple regression equation relating income, population size, or mobility to the total number of trips expected. Multiple regression equations might also be used to combine several independent variables in a more accurate and comprehensive model. The trip-distribution component then allocates the total number of trips to available destinations.

Another criticism of gravity models, whether in the unconstrained or constrained format, is that they have no theoretical basis. This criticism was historically correct but is irrelevant, and is no longer true. Stewart and Zipf who independently developed the concept of the gravity model based their formulations explicitly on an analogy to Newton's law of gravitation. Although their models had no theoretical basis, it has been shown empirically that their models and various modifications that developed were as successful or more successful in forecasting travel patterns than models developed directly from theory. Further, Niedercorn and Bechdoldt have derived the gravity model from existing economic theory. They demonstrated that the gravity model is a logical and theoretically sound solution for the

problem of maximizing individual satisfaction subject to time or budget constraints.

Another reason that the gravity model continues to be a popular structural forecasting tool is that it allows for substantial refinement and modification.

## **Procedure**

- Specify the origin-destination pairs and a relevant time period for 1. data collection. Collect data on (i) the total number of trips from the origin to each destination; (ii) the population of the origin; (iii) the capacity or attractiveness of the destination; and (4) some measure of the distance between origin and destination.
- Define the per capita trip rate for the origin's population: 2.

$$K = \frac{\sum T_{ij}}{P_i}$$

Where:

 $K = \frac{\sum T_{ii}}{P_i}$ = per capita trip rate;

 $\sum T_{ij}$  = number of trips to all destinations by residents of i;

= population of i;

Calculate the total attractiveness of all destinations by summing 3. the attractiveness measure of each destination:

$$A = \sum A_j$$

A = aggregate attractiveness of all destinations; Where:

 $A_j$  = individual attractiveness of each individual destination (or the same destination over a period of years)

4. Calculate the expected number of trips for all travelers from the origin to each destination under the assumption that distance has no effect:

$$V_{ij} = \underbrace{kP_i \underline{A}_j}_{A}$$

Where:  $V_{ij}$  = expected number of trips; other variables are as defined previously.

5. Calculate the effect of distance on the expected number of trips by dividing the actual number of trips by the expected number:

$$T_{ij}/V_{ij}$$

6. Obtain a measure of the distance between the origin and each destination and carry out the following regression:

$$\log \underbrace{\mathbf{T}_{ii}}_{V_{ij}} = \log a + b (\log D_{ij})$$

7. Remove logs, substitute using above equation and let  $G = \alpha k/A$  (where  $\alpha = \text{antilog a}$ ) to obtain:

$$T_{ij} = \frac{GP_i A_j}{D_{ij}^b}$$

8. To make a forecast, substitute predicted values for  $P_i$  and  $\underline{A}_i$  for the values used in calibrating the model. Solve for the predicted  $T_{ij}$ .

This procedure may be used either for future travel patterns between an existing origin and destination or the model may be calibrated using an existing origin and destination pair and then applied to a different but similar pair.

# 7.7 PROBABILISTIC TRAVEL MODEL

The probabilistic travel model is another example of a structural forecasting model in which a prediction about travel volumes is made on the basis of a hypothesized structure relating several travel variables. This particular model differs from the gravity model in that the forecasts are expressed in terms of probabilities or percentages of total trips rather than as numbers of actual trips. This model can be combined with a trip-generation model such as a trend extrapolation model to develop a constrained gravity model.

The model is based on the argument that the probability a consumer will select a particular product such as a tourism destination is directly proportional to the 'utility' of that product with respect to all alternative products. An important advantage of this model for tourism is that it allows the analyst to avoid the unrealistic assumption that a tourist will always go to the most desirable destination and that all other destinations will be totally ignored. The model accommodates the fact that the same traveler may go to different destinations and that many

travelers will go to all available destinations in varying numbers. Specifically, the model assigns a probability estimate to each destination expressing the odds that the average traveler will select that destination. Since the probabilities total to 1.00 for all destinations in a set of competing destinations, the probabilities may also be interpreted as the expected market share of each tourism product or destination.

The central issue associated with the use of this model is the definition of utility. Utility reflects more than just attractiveness; it also includes the effects of cost or access limitations. Although many destination characteristics affect utility, we are limited to those that can be measured on an interval scale.

Before we examine the procedures to be followed in developing a probabilistic travel model, it will be helpful to identify several assumptions implicit in such models. First, the model is based on the assumption that travelers from any origin are homogeneous in tastes, their willingness to travel, and in their perceptions of utility. Or to put that differently, it is assumed that the average travelers in any region is an adequate indicator of the behaviour of the population of all travelers. This assumption may be relaxed by developing separate models for different types of travelers – such as different income strata. The model

form, though, remains the same; we simply calculate a larger number of probabilities.

The model is also based on the assumption of equal (not necessarily perfect) knowledge. All destinations in a set are assumed to be equally familiar to the potential travelers. This, too, may be unrealistic and it can be relaxed if we are able to define weights that can be used to adjust probabilities to reflect knowledge levels.

The importance of finding a valid measure of utility is obvious in this procedure. The challenge involves not only the identification of the relevant variables but also the proper specification of how they are to be combined.

Finally, it will be helpful to describe a test of the explanatory power of this model. The accuracy of the calibrated model may be estimated using the formula:

$$r^{2} = 1 - \frac{\sum (P_{ij} - P_{ij}^{2})^{2}}{\sum (P_{ii} - \overline{P}_{ij}^{2})^{2}}$$

where:  $r^2$  = the coefficient of determination;

 $P_{ij}$  = actual percentage of trips made by travelers from i to j;

 $\overline{P}_{ij}$  = average percentage of trips made by travelers from i to all destinations;

 $P_{ij}$  = predicted percentage of trips made by travelers from i to j.

The interpretation of  $r^2$  is the same as  $r^2$  calculated for simple regression.

## **Procedure**

- 1. Develop a quantitative measure of destination utility, incorporating both positive and negative qualities relevant to the travel system. The definition of utility must include not just the variables that affect utility, but also how these variables are to be combined.
- 2. After deciding on an appropriate measure of utility, collect the data necessary to calculate utility for every destination. Record the data and calculate total utility by summing the individual utility measures;  $\sum U_j$ .
- 3. Determine the probability a traveler will choose any particular destination by dividing the utility of that destination by the total utility of all destinations:

$$P_{ij} = \underline{U}_{j} \\ \sum U_{j}$$

where :  $P_{ij}$  = probability a traveler will select j.

If desired, we can also develop a multiple regression model to predict the total number of trips that travelers from origin ii are likely to generate to all the resorts, thus producing a two-component model that would be equivalent to a constrained gravity model.

#### 7.8 CONCLUSION

It can thus be concluded that forecasting the tourist demand is an important task in tourism planning. There are a range of tools available to the forecaster, including both qualitative and quantitative methods. The trend extrapolation method which is based directly on statistical analysis of past behaviour proved to be the best in Indian conditions. In this method, one of the inherent assumption was that historical pattern will continue. Such an assumption is not unreasonable for short term and middle term forecasts. If applied cautiously, forecasting can be successfully used for planning and management of Indian Tourism Industry. The Government can prepare for the expected number of tourists in a rational manner rather than doing an adhoc planning based on subjective judgements.

# **CHAPTER-VIII**

# A STUDY OF DELHI AND NATIONAL CAPITAL REGION (NCR)

## 8.1. DELHI

# Historical Background

Delhi, India's third largest city, has two distinct personalities. The ancient part of the city, known as 'Old Delhi', is a storehouse of history. Adjoining it, is a later construction a well-planned city. 'New Delhi', the elegant capital of India-the world's largest democracy.

The two parts of the city are complementary. This is a city, where 'old' and 'modern' go side by side. Delhi's strategic location had made it a frequent target to invasions. Invaders crossing the river Indus in the north-west, had to battle near Delhi to gain entry in to the rich green plains of the Ganga.

Situated in the heart of India on the west bank of the river Yamuna, Delhi is bordered on the west by the state of Haryana and on the east by Uttar Pradesh. Delhi is bounded on the west by the state of Haryana and on the east by Uttar Pradesh. Delhi is a State governed by a Lt. Governor as the administrative head and have an elected 70

member Assembly with a Chief Minister. Delhi's climate varies from hot summers to cold winters.

Delhi is linked to all major cities of India by road, rail and air.

The Indira Gandhi International Airport connects, it to all major cities of the world.

Delhi is the fastest growing metropolis in India. Scores of residential colonies, industries, factories, commercial houses, medical, educational and cultural institutions are sprouting in and around Delhi. This mini India attracts people from all walks of life from all over the country.

Delhi is deeply steeped in history. Habitation appears to have begun at or around the site of Delhi about three thousand years ago. Relics and remains, in the form of mud-walls, pottery, toys, ivory pendants etc. found in the excavations carried out in 1987-88 at Mandaoli village, across the Yamuna and close to Nand Nagri, indicate that this historic city was associated with the Harappan age (1700 B.C. to 400 A.D.). Later on, this historic city was associated with the Maurya, Sunga, Saka-Kushan, Gupta, Rajput, Pathna and Mughal periods through various archeological findings.

Mythology has it, that Delhi will be created and destroyed in never ending cycles of prosperity and ruins. Surprisingly it is historically true. Historians have counted at least sixteen sites and eight cities (including New Delhi), that constitute the present-day Delhi. These eight cities in Delhi reveal that each conqueror built a new city, more enduring, more grand and more beautiful than his predecessor. Thus, Delhi successively changed its location, its character and even its name. Luckily these cities went up, side by side and not on top of one another. Thus, Delhi presents a kaleidoscope of architectural design and style, ranging from the ancient Hindu to the medieval Muslim and the neo-classical architecture of the British.

Delhi is a city of contrasts. One of the oldest cities in the world, and now one of the most progressive, she combines a unique ambience of the ancient and the modern. Age-old monuments stand side by side with futuristic buildings, rambling homes are dwarfed by towering luxury hotels, technology competes with handicrafts – Delhi is India's show window. A truly cosmopolitan city, it has brought within its fold people of all ethnic groups and their traditions and cultures, reflected in the variety of arts, crafts, cuisines, festivals and lifestyles. Delhi is pulsating with music concerts, dance festivals, theatre performances and art exhibition.

Modern India's history is synonymous with Delhi. It was from the ramparts of its Red Fort that India's first prime minister, Pandit Jawaharlal Nehru, unfurled the national flag on August 15, 1947, signifying the end of the three hundred years long British rule. Today, as India's capital and the seat of its parliament, the city hosts world leaders, diplomats, international missions, sports meets, cultural festivals and conferences.

The fine tradition of Indian hospitality also finds ample expression in India's capital city. A major point of entry for foreign travellers to India, it boasts of tourism infrastructure which compares with the best in the world International hotels with extensive facilities, gourmet restaurants, air-conditioned limousines, luxury coaches, bargain shopping, ethnic entertainment and convenient connection by rail and air. Delhi has everything going, and is the ultimate travel experience.

One of the oldest living cities in the world, Delhi has 20,000 ruins and 1,300 officially listed monuments. Delhi is history, and Delhi's monuments are tablets on which the history is written. Every conqueror did his best to possess Delhi and make it his capital. Delhi is not a single city but a combination of eight cities that have been established here from as early as 900 BC to 1930 when the British

completed the construction of New Delhi as the capital of imperial India. It is, therefore, not surprising that the monuments of Delhi successfully mirror the development of the architectural styles in the country.

The earliest references to Delhi are in Buddhist and Jain scriptures but these source cannot be precisely dated. In the great Indian epic 'Mahabharat' composed around 900 BC, there is mention of Indraprastha, a city founded by the Pandavas on the banks of the river Yamuna. The next mention of the city is during the rule of Raja Anangpal, who built his fort in the Qutab area.

In the 11<sup>th</sup> century AD, Raja Anangpal of Kannauj, a Tomar king established Lal Kot as his capital in the vicinity of the Qutab Minar. This was the first city of Delhi. Anangpal's successors ruled from this fort for almost a century until Visal Deva, a Chauhan Rajput raja from Ajmer conquered Delhi.

Towards the end of the 12<sup>th</sup> century, Mohammad Ghori, an invader from Afghanistan, defeated Prithvi Raj, Visal Deva's grandson, occupied Delhi. He, however, returned to Afghanistan soon after, leaving his new kingdom in the trusted hands of his slave Alla-ud-din Khilji. The Lal Kot fort continued to be the capital till 1303 when

Khilji defeated the invading Rajputs at Siri and constructed Delhi's second city in the area.

During the Tughlak rule (1320-1412) the third and fourth cities of Delhi were founded Ghyas-ud-din Tughlak founded Tughlakabad which took four years to build but was deserted soon after, due to scarcity of water, Sultan Mohammad-bin-Tughlak constructed Delhi's fourth city called Jahanpanah, close to the Qutab Minar to protect his people, living in the open plains, from attack by invaders.

Founded by Firoz Shah Tughlaq (1351-88) Delhi's fifth city was named Ferozabad and was located in the vicinity of the present Feroz Shah Kotla.

Constructed in an area said to be the ancient city of Indraprastha, Purana Quila was erected by the Mughal Emperor Humayun between 1533-34, as Delhi's sixth city. Humayun was, however, forced to flee from Purana Quila by the invading Afghan warrior Sher Shah Suri (1530-39). Sher Shah Suri built a beautiful hall and mosque in the fort and ruled from here till 1555 when Humayun returned to power and recaptured the fort.

Shahjahanabad or Old Delhi as it is now called, was built by Emperor Shah Jahan as Delhi's seventh city between 1638 and 1649. This city comprises the famous Red Fort, Jama Masjid, and contains many fine examples of Mughal architecutre.

Delhi's eighth city, now known as New Delhi was formally inaugurated in 1931. Following the British decision to shift the capital of imperial India from Calcutta to Delhi in 1911, two British architects, Sir Edwin Lutyens and Sir Herbert Baker were commissioned to design a city in keeping with the grandeur of India. This new city is today the capital of modern India.

#### 8.2. MONUMENTS

Delhi is a complex city with many faces, with lot of historical tradition, sensitive and violent, a vortex of political and economic power, and of academic enquiry and a growing richness in the arts. There is a vitality – often a raw vitality – which informs life here. That is what persists through the ages, and it is this which will take it through the century that is coming, and to many others.

Delhi's perspective is not of a mere century. It has seen emperors, kings, courtiers, generals, prime ministers and party leaders. While surveying Delhi, I tried to discover every facet of it starting from monuments, art and culture, parks & gardens, sports and recreational facilities. I then visited nearby places in excursions. The tourist arrival

short pattern to these places was also examined. The information collected from the survey on all these aspects is reproduced below.

# 8.2.1 Qutab Minar Complex

The origins of Qutab Minar are shrouded in controversy. Some believe it was erected as a tower of victory to signify the beginning of the Muslim rule in India. Others say it served as a minaret to the adjoining mosque and was used by the muezzins to call the faithful to prayer. No one can, however, dispute that the tower is not only one of the finest monuments in India, but also in the world.

Qutab-ud-din Aibak, the first Muslim ruler of Delhi, commenced the construction of the Qutab Minar in 1200 AD, but could only finish the basement. His successor, Iltumush, added three more storeys, and in 1368, Firoz Shah Tughlak constructed the fifth and the last storey. The development of architectural styles from Aibak to Tughlak are quite evident in the minar.

The 238 feet Qutab Minar is 47 feet at the base and tapers to nine feet at the apex. The tower is ornamented by bands of inscriptions and by four projecting balconies supported by elaborately decorated brackets.



Even in ruin, the Quwwat Ut Islam(Light of Islam) Mosque in the Qutab complex is one of the most magnificent in the world. Its construction was started by Qutab-ud-din Aibak in 1193 and the mosque was completed in 1197. Additions were made to the building by Iltutmush in 1230 and Alla-ud-din Khilji in 1315.

The main mosque comprises an inner and outer courtyard, of which the inner is surrounded by an exquisite collonade, the pillars of which are made of richly decorated shafts. Most of these shafts are from the 27 Hindu temples which were plundered to construct the mosque. It is, therefore, not surprising that the Muslim mosque has typical Hindu ornamentation.

Close to the mosque is one of Delhi's most curious antiques, the Iron Pillar. Dating back to the 4<sup>th</sup> century AD, the pillar bears an inscription which states that it was erected as a flagstaff in honour of the Hindu god. Vishnu, and in the memory of the Gupta king Chandragupta II (375-413). How the pillar moved to its present location remains a mystery. The pillar also highlights ancient India's achievements in metallurgy. The pillar is made of 98 per cent wrought iron and has stood, 1,600 years without rusting or decomposing.

# 8.2.2 Purana Quila

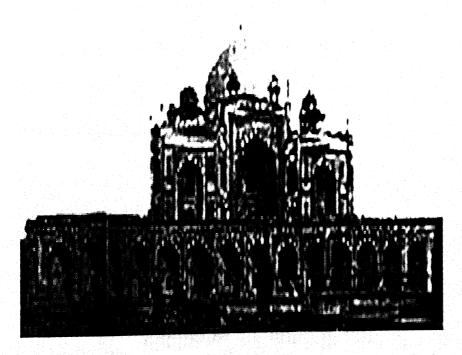
The fort is said to be constructed on the historic site of Indraprastha (900 BC) by Humayun and Sher Shah. Covering a circuit of about a mile, the walls of the fort have three gates and are surrounded by a moat fed by the river Yamuna. The wall was built by Humayun while the buildings in the fort are attributed to Sher Shah. The notable buildings have survived in the fort are the <u>Sher Mandal</u> and the <u>Quila-I-Kholina Mosque</u>. Sher Mandal is a two storyed octagonal tower which was used by Humayun as his library.

The mosque, built around 1541-42, is a landmark in Indo-Islamic architecture. The architect has shown skill by enriching each part with moulding, bracketed openings, marble inlay, carving and other establishments. A variety of materials have also been used to construct

the small mosque (168 x 44 feet). The entrance arch is of marble, the spandrels of red sandstone studded with marble bosses, the columns and pilasters of black and white marble.

## 8.2.3 Humayun's Tomb

The Mughals brought with them a love for gardens, fountains and water. The first mature example of Mughal architecture in India. Humayun's Tomb was built by the emperor's grieving widow, Haji Begum, in 1565 AD. Constructed with red sandstone and ornamented with marble bands, this mausoleum marks the beginning of a new tradition of ornate style which culminated in the Taj Mahal of Agra.

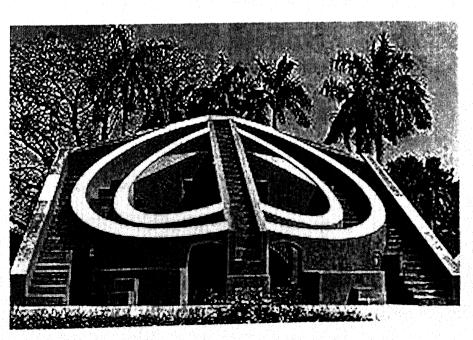


Designed by the Persian architect, Mirza Ghyas, Humayun's Tomb shows a marked shift from the Persian tradition of using coloured tiles for ornamentation. Located in the midst of a large square garden,

screened by high walls with gateways to the south and west, the tomb is a square tower surmounted by a magnificent marble dome. The dome stands 140 feet from the base of the terrace and is topped with a copper pinnacle. In addition to the remains of Humayun, the complex also houses the grave of many other distinguished members of the Mughal dynasty.

#### 8.2.4 Jantar Mantar

At first sight, the Jantar Mantar appears like a gallery of modern art. It is, however, an observatory. Sawai Jai Singh II of Jaipur (1699-1743), a keen astronomer and a noble in the Mughal court, was dissatisfied by the errors of brass and metal astronomical instruments. Under patronage from the emperor, he set on himself the task of correcting the existing astronomical tables and updating the almanac with more reliable instruments.



Delhi's Jantar Mantar is the first of the five observatories that he built with large masonary instruments. The observatory has the <u>Samrat Yantra</u>, a simple equal hour sun dial, the <u>Ram Yantra</u> for reading altitudinal angles; <u>Jai Prakash</u> for ascertaining the position of the sun and other celestial bodies, and the <u>Misra Yantra</u> which is a combination of four scientific gadgets.

## 8.2.5 Red Fort

So called because of the red stone with which it is built, the Red Fort is one of the most magnificent palaces in the world. India's history is also closely linked with this fort. It was from her that the British deposed the last Mughal ruler, Bahadur Shah Zafar, marking the end of the three century long Mughal rule. It was also from its ramparts that the first prime minister of India, Pandit Jawaharlal Nehru, announced to the nation that India was free from colonial rule.



The Mughal emperor, Shah Jahan, after ruling from Agra for eleven years, decided to shift to Delhi and laid the foundation stone of the Red Fort in 1618. For its inauguration in 1647, the main halls of the palace were draped in rich tapestry and covered with silk from China and velvet from Turkey. With a circumference of almost one and a half miles, the fort is an irregular octagon and has two entrances, the Lahore and Delhi Gates.

From the Lahore Gate, a visitor has access to the Chatta Chowk (vaulted arcade) which was once a royal market and housed court jewellers, miniature painters, carpet manufacturers, workers in enamel, silk weavers and families of specialised craftsmen. The road from the royal market leads to the Nawbatkhana (band house) where the royal band played five times a day. The band house also marks the entry into the main palace and all visitors, except royalty had to dismount here.

The Diwan-I-Am is the Red Fort's hall of public audience. Built of sandstone covered with shell plaster polished to look into the ivory, the 80 x 40 feet hall is sub-divided by columns. The Mughal emperors would hold court here and meet dignitaries and foreign emissaries. The most imposing feature of the Diwan-I-Am is the alcove in the back wall where the emperor sat in state on a richly carved and inlaid marble

platform. In the recess behind the platform are fine examples of Italian pietra-dura work.

The piece de resistance of the fort, the Diwan-i-Khas was the hall of private audience. The most highly ornamented of all Shah Jahan's buildings, the 90 x 67 feet Diwan-i-Khas is a pavilion of white marble supported by intricately carved pillars. So enamoured was the emperor by the beauty of this pavilion that he engraved on it the following words. "If there is paradise on the face of t his earth, it is this."

Richly decorated with flowers of inlaid mosaic work of cornelian and other stones, the Diwan –i-Khas once housed the famous Peacock. Throne, which when it was plundered by Nadir Shah in 1739, was valued at six million sterling.

Residence of the senior queens, the Rang Mahal (hall of colours) has a central hall surrounded by six apartments. The apartments are assured privacy by intricately carved screens which do not hinder the free flow of fresh air and light. The stream of paradise flows through the main hall, and is marked in the centre by a huge lotus shaped marble basin with an ivory fountain.

Constructed by Emperor Aurangzeb in 1662 as his private mosque Moti Masjid (pearl mosque) is built with highly polished

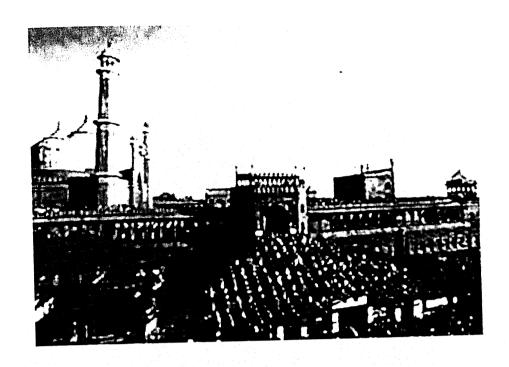
marble. The mosque is a good example of the Mughal fetish for symmetry with cusped arches, sinuous decorative designs, carved cornices and bulbous domes.

Other buildings of interest in the Red Fort complex are the Musamman Burg (octagonal tower), Khwabgah (bedroom) and the Hammam (royal baths).

## 8.2.6 Jama Masjid

Work on the Jama Masjid mosque began in 1650 by the Mughal Emperor Shah Jahan to complement his palace at the Red Fort. More than 5,000 workers toiled for six years to complete the largest mosque in India. Every Friday, the emperor and his group would travel in state from the fort to the mosque to attend the congressional prayers.

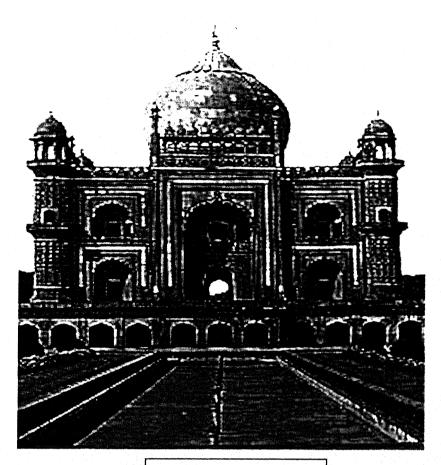
A fine example of Mughal architecture, the Jama Masjid has three gateways. The largest and highest on the east was reserved exclusively for the emperor. In the centre is a large marble tank in which the devout wash before attending prayers. The main mosque is crowned by three onion shaped domes made of white marble and inlaid with stripes of black slate. On the north and south of the complex are two 130 feet high minarets which offer a spectacular bird's eye-view of the city.



Jama Masjid is not only architecturally beautiful, but also a place of great religious significance as it houses a hair from the beard of the Prophet and also a chapter of the Holy Quran written by him.

# 8.2.7 Safdarjang's Tomb

Representing the last phase of the Mughal style of architecture, Safdarjang's Tomb stands in the centre of an extensive garden. Built in 1753 by Nawab Shauja-ud-Daula to house the remains of his father, who was a minister in the Mughal court, the tomb is referred to as the 'last flicker in the lamp of Mughal architecture." It shows how the grace and simplicity of the Mughals had been overtaken by decadence. The tomb also has a mosque.



Safdarjang Tomb

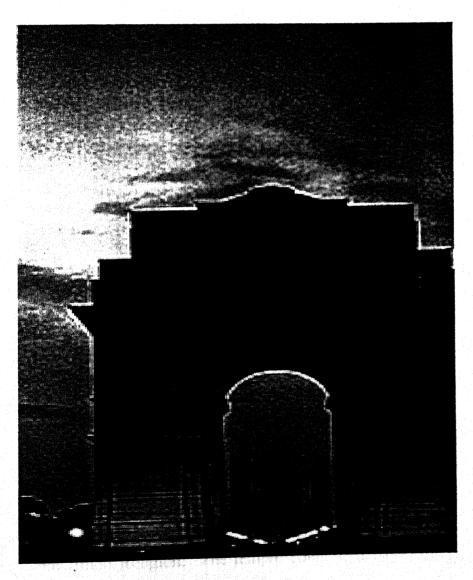
The following table shows the data of inflow of the Tourists in Centrally Protected Monuments in Delhi from the year 1996-1999.

(in lacs)

No				
Name of Monuments	1996	1997	1998	1999
Qutab Minar	5.77	14.95	13.21	24.86
Red Fort	27.96	26.01	14.86	28.86
Humayun's Tomb	2.58	2.26	2.07	2.12
Safdrjung Tomb	1.08	1.63	1.17	2.18
Purana Quila	0.64	3.61	3.64	3.87

#### 8.2.8 India Gate

Built as a memorial to commemorate the 70,000 Indian soldiers killed in World War I, India Gate was designed by Sir Edwin Lutyens and completed in 1931. Located on Rajpath, the road which leads to the magnificent Rashtrapati Bhawan, the gate is 160 feet high with an arch of 138 feet. Built from sandstone, the arch also houses the Eternal Flame, a gesture in memory of the Indian soldiers who laid their lives in the 1971 war with Pakistan.



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## 8.2.9 Rashtrapati Bhawan

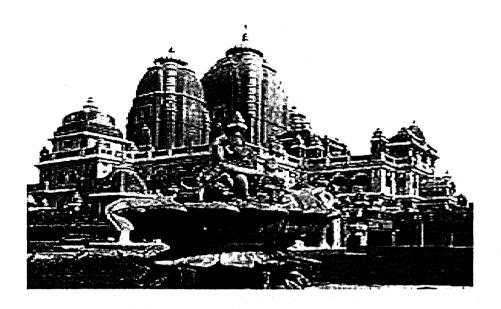
Formerly the Viceregal Lodge, the building is the highlight of Lutyen's New Delhi and was completed in 1929 at a cost of 12,53,000 pound sterling. Located in an area of 130 hectares, the palace has 340 rooms. At one time, 2,000 people were required to look after the building and serve the Viceroy's household. The lodge also has an impressive garden called the Mughal Garden, which is open to public twice in a year, usually in February and March.

## 8.2.10 Rajghat

The mortal remains of Mahatma Gandhi were cremated on this spot on the west bank of the river Yamuna on the evening of January 31, 1948. A simple open platform inscribed with the Mahatma's last words, 'Hey Ram' (Oh God) is set in a garden with fountains and a variety of exotic trees.

# 8.2.11 Lakshmi Narayan Temple

Built in 1938, the temple is an ideal introduction to some of the gods of the Hindu Religion. The temple contains a large number of idols and visitors can also watch priests performing ritualistic prayers.



Lakshmi Narayan Temple

#### 8.3 ART AND CULTURE

Art, music and dance are as symbolic to India as the Taj Mahal. They express the deep awareness of the spiritual being and the social values that have emanated from the beliefs. Contributing significantly to India's social development since ancient times, these art forms represent the very ethos of India. As the seat of power and the home of many of the country's ruling dynasties, Delhi has been the cultural capital of India. Even today, as the host of numerous cultural festivals, international and domestic, dance and music performances, art exhibitions, theatre and even an occasional vintage car rally, Delhi mirrors the country's rich cultural and historical heritage. Added to these seasonal events are permanent exhibitions and museums that preserve the best that the country has to offer.

Classical Indian dance and music can trace its history back to at least three thousand years. Created initially to appease the gods in temples and at religious festivals, these forms have developed into highly stylised art forms with each region developing its own distinct styles.

A number of dance and music recitals are organised by private societies, hotels and the Indian Council for Cultural Relations. Most performances are advertised in the newspapers and through information desks at the hotels. There is a regular performance of the Dances of India at the Parsee Anjuman Hall near Delhi Gate.

Delhi has multi-lingual theatre rendering from traditional Indian epics to British comedies. Besides the National School of Drama which stages a number of plays in Hindustani, there are a large number of societies and theatre clubs that organise performances. Of the regional Indian language plays, Punjabi theatre which is very entertaining is the most popular. Over the last decade, Indian theatre has also arrived on the international scene with different languages.

Painting as a form of inner expression and a means to record events of history has been an integral part of India's cultural heritage.

Dating back from cave paintings in the era before Christ to modern

paintings, the country has produced paintings which can be viewed in museums all over the world. Not only does Delhi have the best collection of antique and modern paintings, but it is also home of India's best known artists who periodically exhibit their creativity and work. There are a number of painting work shops like the Triveni Kala Sangam and the Lalit Kala Academy which have permanent exhibitions. Delhi even has its own painters village called Garhi where painters live, work and exchange ideas. The National Gallery of Modern Art has a representative collection of Indian painting from the middle of the last century onwards. This collection represents adaptation of styles which are unique and not unfamiliar. A major collection is of the paintings of the half Indian and half Hungarian painter Amrit Shergill, over a hundred paintings, of whose, including a self portrait, are displayed in the museum. Most of Shergill's work was done after 1930. Another painter who finds prominence in this museum is Rabindranath Tagore, the nobel laureate who took up painting after his Nobel prize in literature. The National Gallery of Modern Art also holds a number of exhibitions of contemporary Indian and foreign artists.

Art played a very important role in princely India. Most rulers encouraged and patronised court painters and many traditional schools

of miniature paintings from the states like Kota, Bundi, Chamba and Jaipur. Influenced greatly by the Mughal school of painting, these miniatures done in rich colours with ample use of gold depict important events in the history of India, religious festivals, and activities like coronations and royal hunts. Delhi no boasts of a large number of museums. The National Museum in Delhi has the best collection of miniature paintings in India. Besides paintings, the museum has archaeology rooms with intricately carved stone groups and even stone beads 3,000 years old. An entire floor is devoted to Indian costumes, silver work, and cotton temple hangings. The museum also has a collection of Indian musical instruments, charts that define the evolution of Indian society.

The Indus Valley gallery displays many antiquities excavated from Mohenjodaro and Harappa, like terracotta toys, images and pots, jewellery, seals, bronze and copper implements and sculptures. The most outstanding object here is the lyrical bronze Dancing Girl.

The National Museum also has a rich collection of sculptures. All the major periods are represented here Maurya, Sunga, Satavahana, Gupta, Pallava, Chanakya, Pala and Sena. Also on view are sculptures from Gandhara and Mathura.

The Bronze Gallery has some superb pieces from the Chola and Pallva period. Among these the Nataraja figure of Shiva and the Kaliya Mardan Krishna are all time greats.

There are a number of rare manuscripts, textiles, coins and tribal art, but the museum's most significant gallery is the one of Central Asian exhibits. Silk banners from Dunhuang, wall paintings, sculptures and other objects capture the lifestyle and culture prevalent along the ancient Silk Route that stretched between Europe and China.

For railway buffs, the Rail Museum houses the oldest working steam locomotive in the world – the 'Fairie Queen' – in addition to a large number of unusual locomotives and coaches that once belonged to Indian maharajas. The exhibit section traces the almost 140 years old history of the Indian railways. This includes Patiala Monorail Tramway which is internationally unique, the prince of Wales Saloon, the luxurious Maharaja of Mysore's Saloon, the Viceregal dining, the N-class Garratt Locomotive, Railway coaches and the first locomotive built in Indian Ajmer.

In the National Museum of natural history a prehistoric animal greets the visitor to preparing him for the collection of botanical, zoological and geological objects on view within.

The Archaeological Museum situated in the historic Red Fort, exhibits objects of the Mughal period such as manuscripts that demonstrate the fine art of calligraphy, paintings, textiles and costumes. One section concentrates on relics of the 1857 war (First War of Independence) like maps and weapons.

The Crafts Museum complex at Pragati Maidan is a charming oasis of mud huts with painted walls and thatched roofs, courtyards, terracotta houses recreating village life. Craftsmen at work are some of the elements that add to the rural ambience of the place. Within the museum itself are examples of traditional Indian crafts, wooden carvings and images and metalware.

The International Dolls Museum is a museum devoted to a display of dolls from all over India and abroad.

Established in 1959 and spread over an area of 214 acres, the National Zoological Park at Delhi has a representative collection of fauna and avifauna from the continents of Asia, America, Africa and Australia. Housing some 2,000 animals and birds, the Delhi Zoo also has in its collection rare and endangered Indian species like the tiger, panther, antlered deer, Indian one-horned rhinoceros, gharials, white tigers any many rare birds.

Delhi has two sound and light shows (son et lumieres), both worth seeing. The show at the Red Fort traces the history of the Mughal empire in India and outlines their glories and the eventual causes for their downfall. With well managed effects of light and sound, together with an interesting commentary, the show brings to life one of the most glorious periods of Indian history. The sound and light show at the Teen Murti House is dedicated to Pandit Jawaharlal Nehru, the first prime minister of India. While highlighting the personal life of Nehru and his contribution in India's struggle for independence, the show recreates the history of modern India and particularly of her freedom movement. Both the Red Fort and the Teen Murti shows are in English and Hindustani.

Art and culture in Delhi is not restricted to auditoria, theatres and exhibition to auditoria, theatres and exhibition galleries. The advent of winter brings along a fervour which is reflected on its streets. Painters set up important exhibition near market places, street theatre can be seen usually in support of a social objective and street entertainers take full advantage of the cool weather to exhibit their skills. Most Indian festivals are also celebrated with pomp and gaiety and the visitor could be lucky to witness fireworks at Diwali, the burning of the effigy of the

evil Ravana at Dusshera or a dance drama depicting the life of Lord Krishna at Janamashtami.

#### 8.4. SPECIAL EVENTS

Whatever the season, weather or time of the year, Delhi is alive. It is bustling with activity and its social calendar is full of exciting events and activities. This interests in the tourists a very much. Be it a religious festival, an art exhibition, a cultural evening or a trade fair. Delhi always has something to offer to its residents and visitors.

Delhi's year begins with the festival of Lohri in January. Lohri marks the height of winter and is celebrated by burning bonfires and singing and dancing to the rhythm of drums. Also in January is the capital's most spectacular pageant, the Republic Day Parade, celebrated on January 26 to mark the formation of the Indian republic, the impressive Republic Day Parade which originates from the President's House and passes along Rajpath to India Gate and then to the historic Red Fort, mirrors the cultural, industrial, defence and agricultural progress made by the country. Smartly attired soldiers accompanied by brass bands and tanks march impressively along the decorated Rajpath. A number of dance and music recitals and poetry reading sessions mark the Republic Day.

The Beating Retreat is held at Vijay Chowk two days after the Republic Day Parade. At this regal function, bands from the army, navy and air force display their skills and render the very best of martial music, marking the end of Republic Day functions.

Id-ul-Zuha is celebrated in February to commemorate the sacrifice of Prophet Ibrahim. Mass prayers are held in Delhi's largest mosque, the Jama Masjid, and visitors can get an opportunity to watch lakhs of devout in orderly lines praying to the call of the Holy Imam.

The festival of *Holi* is celebrated in March to signify the triumph of good over evil. The entire city wears a festive look as men and women throw colour on each other and sing an dance. Also in March is the festival of *Muharram* to celerbrate the martyrdom of Imam Hussain.

August 15 marks the day of *India's independence* from the British rule. The prime minister takes the salute from an impressive inter services parade and then addresses the gathering from the ramparts of the Red Fort. A number of cultural programmes are also organised on this day. The festival of *Janamashtami*, also celebrated in August, marks the birth day of Lord Krishna. Temples are decorated and special prayers are held at midnight. The festival is also celebrated by

performances of the Raas Leela or the Krishna Leela, dance dramas that depict the life of Lord Krishna. The most impressive celebration on this day takes place at Mathura; the birth place of Lord Krishna.

Phoolwalon ki Sair is a typical festival of Delhi. A festival of flower sellers, the day is marked by flower sellers of all religions carrying colourful fans made from flowers to the tomb of the Muslim saint Hazrat Bakhtiyar Kaki and a Hindu temple at Mehrauli. The fans are offered to the gods for a better flower –season in the coming year. A cultural programme is also held at this occasion near the main pond in Mehrauli.

Dussehra is celebrated in October to mark the death of Ravana, the villain of the Indian epic Ramayana. Dussehra is celebrated in Delhi on a grand scale at the Ram Lila Grounds near Asaf Ali Road. A huge effigy of Ravana and his fellow conspirators is set aflame amongst the bursting of crackers and firework displays. Dance drama portrayals of the Ramayana are also held in various parts of the city.

Diwali, the festival of lights is celebrated in October-November to honour Lakshmi, the goodess of wealth and good fortune. Most homes are illuminated with candles, lights or small oil lamps and the

entire city echoes with the sound and light of fire crackers. Prayers are held in the evening and special festive food is cooked for the occasion.

The Urs of Hazrat Nizamuddin Aulia, a Muslim saint of the 14<sup>th</sup> century, is celebrated in November or December at this tomb at Nizamuddin.

Like elsewhere in the world, *Christmas* is celebrated in Delhi too with gaiety and festivity. Special services are held at the city's many churches and homes are decorated with lights and Christmas trees.

Pragati Maidan, *Delhi's trade fair complex*, is one of the largest in Asia. A number of fairs are organised here, specially during the months from October to April. Exhibitions of garments, handicrafts, books, industrial goods and general trade fairs are organised regularly at this place by the Trade Fair Authority of India. The India International Trade Fair takes place in November every year which depict the industrial development of the country and the progress made in the areas of science & technology and agriculture. Located in this complex is a small children's amusement park called Appu Ghar.

Delhi is one of the finest places in India for growing flowers. The **Delhi Flower Show** is held in February every year on the lawns of the Purana Quila. Winter annuals are displayed at this show which usually

receives a large number of entries. A Rose Show is also organised in January to display the many varieties of roses, many of which are indigenous species that grow in Delhi. The choicest of Delhi's chrysanthemums are displayed at the Chrysanthemum Show organised by the YWCA in December every year.

Winter is the highlight of Delhi's social calendar. The cool weather attracts a large number of special activities. The *Delhi Horse*Show is held in November or December outside the walls of the Red Fort. The Vintage Car Rally, which displays a large number of rare and antique automobiles is also held in the same period. Another popular winter attraction is the annual *Surajkund Crafts Mela* organised at Surajkund in February. The handicrafts fair attracts a large number of village artisans who come to this venue to display their skills and sell their craft. A variety of rural entertainers add colour to the impressive fair.

### 8.5. PARKS AND GARDENS

Delhi is probably one of the greenest capitals of the world. Its broad avenues are lined with a variety of fruit and flowering trees and every residential and commercial area has a garden or park to call its own. Delhi's planners have not forgotten the Mughal love for green open places, a legacy still visible in the city's Mughal tombs and

gardens, and the masterplan for Delhi specifies large areas of green to protect its environment from the pressure of urbanisation. Both Shahjahanabad, Delhi's old city, and New Delhi, therefore, still have a number of well landscaped parks which support a variety of trees and shrubs, many of them imported from distant lands, which are home for a variety of colourful resident and migratory birds.

Lodi Gardens are Delhi's most popular recreational area. The park dates back to 1930 when it was inaugurated as the Lady Willingdon Park. Set around impressive stones of the Lodi dynasty, the park has a number of paved pathways which run through groves of trees and provide access to the monuments. Besides the tomb of Sikander Lodi himself, the park also houses a memorial to Mohammad Shah Sayyid built in 1433 AD. A remarkable feature of this park is that it has a selection of plants and trees that ensure that the area remains in bloom even in the hot and dry months. The park also has a small pond which to the delight of ornithologists, is the watering hole for a large number of birds.

Laid out as far back as 1748, is the Qudaisa Garden near Kashmiri Gate that is dedicated to Quadaisa Begum, the wife of the Mughal Emperior Muhammad Shah. This garden with a variety of fragrant flowers symbolises the achievements of its builder who was

born as slave and rose to be a queen. The garden is also associated with the historical mutiny of 1857 when a British battery opened fire on a group of Indian soldiers at this spot.

Now called Azad Singh, this garden near the Old Delhi railway station was created by Jahanara, the daughter of Shah Jahan, the builder of Mughal Delhi. Called Jahanara Garden at the time of the Mughals, this garden was also a popular caravan sarai, a resting spot for the trade caravans passing through Delhi. The British renamed it Queens Garden, and the park is a popular recreation area today with an impressive variety of rose plants and grapevines.

Another popular garden created in the Mughal period is Roshnara Bagh. Laid out by Roshnara Begum, a daughter of the Mughal Emperior Shah Jahan in 1650, the garden also houses the tomb of the Mughal princes after whom it is named. This garden is a popular retreat for the residents of the old Delhi city who escape to its green confines to get away from the growing commercialisation in the area. This garden is characterised by palm shaded pathways surrounded by a variety of roses and the fragrant Buddleia shrub. A Japanese garden and a network of water channels make this spot an ideal summer retreat.

Literally translated, Talkatora means 'something like a cup'. It is the bowl shaped topography of the land which gives the Talkatora Garden its name. Located at Willindon Crescent, the Talkatora Garden blends the old with the new. Located alongside with pavilions from the time of Muhammad Shah are modern stadia which are used to host it large number of national and international sporting events. The garden is also a popular venue for local fairs and festivals and its well landscaped environs attract a large number of persons. The garden also has an open air theatre which stages a number of dance and music performances.

The Buddha Jayanti Park covers a vast undulating area of the New Delhi ridge. Dedicated to Lord Buddha who found serenity in nature and chose some of the most picturesque spots to meditate, this park too is a green oasis surrounded by the modern city of Delhi. A large portion of Buddha Jayanti Park is still a natural forest which abounds in bird life, while the other has been tastefully landscaped to include waterfalls, rocks and large expanses of manicured lawns interspersed with flower beds.

The main attraction of the Nehru Park at Chanakyapuri is its landscaping. Developed over the last two decades over an area which was primarily barren, the park has few tress. This, however, is

compensated by its well manicured lawns and well kept seasonal flower beds which, in fact, represent the many varieties of local as well as imported flower species that grow and bloom in Delhi.

The most exquisite and the best cared for garden in Delhi is undoubtedly the Mughal Garden at the Rashtrapati Bhawan. Part of the president's residential complex, the garden was created by Sir Edwin Lutyens to commemorate the shifting of the capital of imperial India to Delhi. Impressively laid out with formal lines, terrace and fountains, the Mughal Garden is open to the public in February and March. The Mughal Garden is famous for its varieties of rose species, many of which have been specially cloned in its nurseries. The garden complex is dotted with two large ponds which house a variety of fresh water fish and aquatic plants.

The entire Yamuna river-front has been developed into a series of gardens, many of which house memorials to India's leaders. Mahatma Gandhi, Jawaharlal Nehru, Lal Bahadur Shastri and Indira Gandhi have beautifully landscaped parks in their honour which border the river Yamuna on one side and the busy Ring Road on the other.

Delhi is a city of parks and gardens, and tourists come across numerous historical monuments which have been preserved in their natural surroundings with lush groves of trees and well kept flower beds.

### 8.6. SPORTS

The Mughals ruled India for almost 300 years, and for most of this time Delhi remained their capital. They brought with them a tradition of good living, a love for all that was artistic and pleasurable. And it was under the rule of Emperor Shah Jahan, the builder of Delhi's seventh city, that the capital reached the nadir of opulence. Arts and crafts were revived, dancers and musicians rehabilitated, and Delhi witnessed the finest of oriental living. Along with the Mughal emperors came hordes of nobility who took up residence in the walled city and carved new vistas of recreation. It was at this time that traditional sports found patronage and established for themselves a prominent place in the lives of Delhiites. Kite flying, partridge and cock fighting, pigeon rearing and wrestling were just a few of the pastimes that both the nobility and the commoners indulged in. After the Mughals came the English who were as much at a loose and as their predecessors. They too brought with them sports which were till then alien to the country. Cricket and golf, riding and polo are just a few of the sports that they promoted. In modern times, Delhi got the pride of place in the international sports arena when it was chosen to host the prestigious Asian Games in 1952 and again in 1982. Today, the city has a mix of both the old and the new. Kite flying and pigeon rearing are as much in vogue as the modern stadia that host international as well as local sporting events.

Traditional sports, though still widely practised, are basically unorganised events and are promoted through word of mouth in the areas which once constituted the Mughal walled city. A visitor might be lucky, with the help of local guide, to chance upon a partridge fight or a kite flying competition in the Jama Masjid or Chandni Chowk area. But, with time and patience it is still possible to witness the leisure activities that once enthralled the Mughals.

Golf, polo and cricket are still very much a part of Delhi's official sporting calendar. Spread over an area of 220 acres and dotted with historic tombs and monuments of the Lodi period, the 18 hole, par 72 Delhi Golf Club is acknowledged as the finest course in the country. Designed by Peter Thompson, the famous golf architect, the lush course supports over 200 varieties of tress and shrubs and is a natural sanctuary for a variety of birds and animals.

Originally located in an area more than twice its present size, the course at the Delhi Golf Club was consolidated to its present 220 acres

in 1950. Like the rest of Delhi, its golf course is also laid out on a part of India's history. Carved out of a portion which was the estate of the Lodhi rulers, it has in its precincts a collection of interesting tombs and monuments.

Planted with a variety of over 200 trees, the Delhi course is the most lush in the country, and its sandy loam has produced a rich turf good for the exacting fairway shots.

More than 500 golfers walk into history every day as they play the country's busiest course. The club also has a nine hole B course, used primarily by beginners.

Polo is said to have originated in India thousands of years ago and is linked with the mythology of the state of Manipur. Delhi's polo season begins in November and lasts till March. During this period, visitors can watch some of the finest Indian as well as international players at tournaments like the Radha Mohan Cup and Maharaja Prithi Singh Cup. The Delhi Polo Club, which is located in the President's Estate, also offers temporary membership on a daily or fortnightly basis to those who are keen to learn or practise the game.

The advent of winter brings with it a cricket fever and every available playground is converted into a cricket pitch. This is also the

time that a large number of international teams come to Delhi to play test matches as well as one day internationals. Winter is also the season for important national matches like the Ranjit Trophy and the Duleep Trophy. The Ferozeshah Cricket Stadium is the most popular cricketing venue in the capital.

For horse riding enthusiasts, the Delhi Riding Club offers an hourly and monthly membership. Well trained horses for professional riders and more docile ones for amateurs and children can either be ridden in the riding circle or in the pony tracks that run through the forest of the ridge.

Being centrally located in the plains, Delhi forms one of the best gliding bases in the world. The air disturbances are so favourable that the gliding enthusiast can glide as far as 1,500 km. The best season is from September to November and March to June. At these times of the year, the air currents are perfect for aerobatics and long distance flying. The Delhi Gliding Club at the Safdarjung Airport has a fleet of 10 gliders and provides a two seater with a pilot for those who wish to have an aerial view of Delhi.

Sailing is possible in Delhi at the Defence Services Sailing Club.

Located on the banks of the Yamuna river at Okhla, the club hires out

good boats for racing as well as dinghy sailing. The sailing season is from October to June and races are held on Saturday and Sunday afternoon. The sailing club also organises an annual event in April.

Quite a few of the deluxe and five star hotels have facilities for tennis. The Delhi Lawn Tennis Association is, however, the apex body for the game in Delhi and has both clay as well as grass courts at their complex on Africa Avenue. The Delhi Gymkhana Club also has well kept courts and accepts temporary members.

Swimming is a seasonal activity in Delhi, primarily because there are only a few heated swimming pools available. Most deluxe and five star hotels have pools in their compounds which are normally open throughout the year. Clubs like the Gymkhana, Delhi Golf Club and Chelmsford Club only open in the summer months.

For organised sports activities like athletics, gymnastics, hockey, football, basketball, Delhi has a large number of modern stadia that host national as well as international sporting events. The Jawaharlal Nehru Stadium on Lodi Road is the largest and has a capacity to seat 75,000 people. The Indira Gandhi Indoor Stadium and the Ferozeshah Kotla Stadium can host 25,000 spectators. Smaller stadia in the capital include the Ambedkar Stadium (18,000), Karnail Singh Stadium

(12,000), Shivaji Stadium (6,000) and the Talkatora Indoor Stadium (2,500). Delhi's oldest stadium which conforms to the architectural styles of the Parliament House and the Presidential Palace is the National Stadium with a capacity of 25,000.

# 8.7 DELHI A CONFERENCE AND CONVENTION DESTINATION

Delhi the capital city of India is the best conference and convention venue. The India captures world attention as a tourist paradise of exotic dimensions, but there also exists a dynamic business city and a splendid venue for international conferences and conventions of no less than global standards.

Delhi has the country's best facilities for holding conventions, seminars, conferences and exhibitions. Over the years the city has hosted some of the most prestigious conferences of the world. The city's venues are ultra modern and numerous choices are available along with all support facilities of international standards.

#### 8.8 EXCURSIONS

It would take more than a lifetime to explore all the facets of Delhi. Steeped in history, culture and tradition, the capital of India has an unbelievable array of activities to offer and sights to see. And yet, its location makes it the ideal base to explore other parts of the country

which are easily accessible from here because of convenient air, rail and road connections. A visitor could take a day's trip to many of the resort destinations located close by or spend a night out at places of historical and cultural importance like Agra, Khajuraho or Jaipur.

Hardly any tourist coming to India goes back without seeing its most magnificent monument – the Taj Mahal. Agra, the city of the Taj has many other unique and interesting monuments like the Agra Fort, Sikandra and the deserted city of Fatehpur Sikri is within a day's excursion distance from Delhi. Fatehpur Sikri is 38 Km West of Agra. Akbar conceived Fatehpur Sikri in the year 1571 as a thanks offering to the Sufi Saint Sheikh Salim Chisti. Massive in parts and tenderly evocative in places, the layout reflects Akbar's attempt to reconcide his Islamic heritage of central Asia with the cultural reductions of Hindustan's urge to open mindedness.

Just an hour's flight away from Agra is the city of Khajuraho. Once a flourishing ancient capital, it is world famous for its superb temple architecture and sensuous sculptures. Of the original 85 temples which were built between 950-1050 AD, only 22 remain, but these are worth visiting to witness the fine legacy of traditional Indian temple architecture.

Capital of the desert state of Rajasthan, Jaipur, 258 km from Delhi by road, is the home of warrior Rajputs and of men and women who dress in colourful turbans and skirts to provide colour to the drab landscape. Also known as the 'pink city' because of the stone with which its buildings have been constructed, Jaipur has some fine monuments.

Maharaja Jai Singh's observatory Jantar Mantar dates back to 1728 and Hawa Mahal, the five-storey palace with a façade of extensive lattice work in stone, to 1799. Inside the elaborate city palace is located the fabulous Maharaja Sawai Man Singh Museum. The grandeur of the palaces and the wealth of the museums can overwhelm the tourist. The Shekawati region in the semi-arid triangle between Delhi, Jaipur and Bikaner has spectacular art treasures adorning the walls of its havelis.

The havelis belong to Marwaris, India's most successful merchant community. Every available inch of space, inside and over, is covered with vibrant paintings, astonishing not just for the quantity but for the quality.

For those interested in natural history and wildlife, there are a number of national parks and sanctuaries near Delhi which offer a representation of India's rich natural heritage. Just 46 km from Delhi,

and close to the town of Gurgaon, is the Sultanpur Bird Sanctuary. Sultanpur, which is a water reserve, has a large lake which has a number of resident birds and attracts as many as 100 species of migrant birds from Europe, Siberia and Central Asia. Much grander in scale than Sultanpur is the world famous Keoladeo Ghana National Park at Bharatpur. Bharatpur receives an annual migration of over 5,00,000 birds. Migrants include rare species like the Siberian Crane and a large number of ducks. In a single day, one can usually manage to see as many as 200 species of land and water birds. For big game watchers, the Corbett National Park is one of the finest tiger reserves in the country. Covering an area which comprises both grasslands and thick forests, the park is the home of a variety of animals which include the tiger, elephant, sloth bear, sambar, chital and the leopard. Also close to Delhi is the Sariska Tiger Reserve. Forming part of the Aravalli range of mountains that run through the state of Rajasthan, Sariska supports a Wild life viewing is fairly easy at Sariska dry deciduous forest. because most of the animals come to the man made water holes which are the primary source of water in the reserve. Sariska's wild life includes tigers, leopards, sambhar, chital, nilgai and wild boar.

Ranthambhor National Park is the superbly scenic sanctuary near the Chambal gorge, ideal cover for the tiger. It is 160 km southeast of Jaipur via Sawai Madhopur.

There are a number of resorts close to Delhi which are ideal for a day's relaxation. Surajkund, 17 km from Delhi, is the site of a famous sun temple which was once used by the sun worshippers. A modern tourist complex has been developed close to the Surajkund Lake which offers airconditioned accommodation, restaurants and even an 18 hole golf course. Boating and fishing is permitted at the lake located a-top a hillock, the Sohna Tourist Complex, 50 km from Delhi, is famous for its sulphur springs which are believed to have curative powers.

One of the seven sacred cities of Hinduism, the ancient town of Mathura, on the banks of the Yamuna, lies 146 km southeast of Delhi enroute to Agra. It is the birthplace of Lord Krishna and the miracles associated with his life continue to give the surrounding villages a magical air of rural devotion, especially during the festivals of Holi, Janmashthami and Dussehra.

To the west before reaching Mathura is Barsana, a village on a rocky hillock, where Krishna's consort Radha was born. Snaking through country lanes towards Yamuna is Brindavan, where the

medieval saint from Bengal, Chaitanya Mahaprabhu, established his Vaishnavite cult of devotion for Radha Krishna, which is practiced to this day, with the addition of foreign devotees.

The ghats on the banks of Yamuna, perpetually thronged with pilgrims from all over India, have witnessed the building and razing of Buddhist, Hindu and Muslim structures over the countries. Mathura Museum run by Archaeological Survey of India has a superb collection of ancient masterpieces which makes Mathura's name famous in the world of art as well as religion.

The landscape at Gwalior (320 km from Delhi, 120 km from Agra) is irresistibly royal where the fortifications are a gift of nature. The palaces of the Scindias are magnificent and contain exotic trifles missed with priceless antiques.

Jhansi, 415 km southeast of Delhi, 215 km southeast of Agra, makes an excellent base for nearby Orchha and Datia, and connects with India's finest temple encounter, Khajuraho, another 200 km east into the interior.

Datia a tiny former state, 74 km south of Gwalior and 27 km north of Jhansi, has the seven-storied palace of Raja Bir Singh Deo (called Gobind Mandir) which is brilliant in its strength and harmony.

One of the last unspoilt jewels of Bundelkhand culture, Orchha, lies 20 km south of Jhansi. This atmospheric, abandoned city with dreaming forts reflected in the blue Betwa river, is Raja Bir Singh Deo's creation.

Chandigarh hosts the governments of both Punjab and Haryana. It lies 250 km northeast of Delhi and is extremely well connected by trains and buses. The model layout sobering was the original type of its designer, Le Corbusier. The Rose Garden, the Museum and Art Gallery are worth a visit. The latter has a fine collection of Indian miniature paintings. Sukhna Laka relieves the monotony of Le Corbusier's grid while Nek Chand's rock garden is a work of sheer landscaping genius. For the rock garden alone, Chandigarh is worth a visit.

One of the most popular temples in north India, Vaishno Devi, situated at a height of 1700 metres, is 61 km north of Jammu. The cave shrine of the three Hindu goddesses, Mahakali, Mahalaxmi and Mahasaraswati, possesses a rural mystique enlivened by media exposure. Jammu is 585 km from Delhi, Katra 645 km, and the shrine another 13 km climb from Katra.

Once the 'Queen of the Hills', the 36 km climb from the Doon Valley now introduces the visitor to Mussoorie's modern claim to fame,

the largest number of hotels in any hill resort in India, 350 at the last count. But it is still cool and salubrious. Landour Cantonment, for example, remains untouched by the building book. Mussoorie is an excellent base for treks into the interior of Garhwal, Nag Tibba at 3,000 metres, through dense unspoilt jungle can be done in a weekend.

The Mussoorie season only lasts six weeks in May and June and for the rest of the year there is the prospect of more reasonable room rates and the likelihood of more reliable drinking water. Mussoorie's so-called suburban expansion west to Kempty Falls, and east along the great snow view ridge to Dhanolti and Sarkhanda Devi, attracts visitos.

The Ganga, free of the Himalayan valley, broadens out at Rishikesh. A footbridge enables the visitor to cross to the opposite bank. One can walk up to Lakshman Jhula and return over the much narrower gorge section. This would give an idea why the Ganga is believed to be the releaser from sin. Though Haridwar is known as the 'gate' of the abode of Shiva to the plains, it is the swelling of the uncaged river at Rishikesh that arouses the feeling of deliverance.

The oldest of north India's game sanctuaries, Corbett is situated on the generous flow of the Ramganga, a river that divides Garhwal from Kumaun. The main entrance of the park lies north of Ramnagar

some 300 km from Delhi. The mix of sal forest, blue river and receding hills make it a perfect gateway, in spite of the number of tourists.

Having discussed the major tourists spots in and around Delhi, we will now discuss the problems and prospects relating to promotion of tourism in Delhi.

# 8.9 TOURISM IN DELHI : PROBLEMS AND PROSPECTS

As discussed in foregoing paras, Delhi, the capital of India, has its origin from 1450 B.C. and has been in continuous existence for over a thousand years now. It is a site of many historic capital cities, traces of eight of which survive even today. The city is significant for the role it has played throughout history, having been the centre of an empire for the majority of this millennium. It is an important city in the Indian subcontinent and comparisons have often been made to other great cities of the world. However, very few cities carry with them, to such an extent, the weight of several layers of continuous history.

In spite of this rich and diverse cultural heritage, Delhi is used only as a gateway for travelling to Jaipur, Agra and other cities of tourist interest. Though, Delhi has the highest number of tourist arrivals, as can be seen from the following table, it is only used as an

entry point to the country. There has been no concerted effort to project Delhi as a Tourist Destination, with attractions to provide the visitors 2-3 night stays.

Number of Foreign Tourist Arrivals in Northern India (Statewise)

States	Foreign tourist arrivals in Northern India			
	1997	1998	1999	
Haryana	1660	1316	1387	
Himachal Pradesh	62527	62952	66351	
Jammu & Kashmir	22372	23137	24366	
Madhya Pradesh	101982	102800	108351	
Punjab	12684	12690	13375	
Rajasthan	605000	591000	562000	
Uttar Pradesh	712000	719000	757826	
Chandigarh	9691	8563	9025	
Delhi	1158355	1162400	1225170	

Even if we analyse the traffic to Delhi portwise, the visitors to Delhi are the maximum. The table giving portwise tourist arrival for main ports in India is given below.

**Portwise Tourist Arrivals** 

<b>Entry Points</b>	1998	1999	2000
Delhi	8,06,001	7,99,099	8,42,204
Mumbai	6,77,400	6,96,299	7,48,584
Chennai	2,51,566	2,76,380	2,97,751
Calcutta	1,27,537	1,28,336	1,32,711
Sonauli	22,482	23,206	23,664
Others	4,73,643	5,58,608	5,96,243
Total	23,58,629	24,81,928	26,41,157

Again, Delhi is the most commonly used point of entry to the country.

Tourists, both foreign and domestic, before arriving here have a very traditional picture of Delhi in their minds. Delhi, the city of Pandavs, dating back to pre-BC era, Delhi of Moghuls and the Delhi of Lutyen.

However, some of the very monuments, which were the pride of Delhi, are in a very pathetic condition. Greening and beautification of the areas around the monuments, removal of encroachments, cleanliness and hygiene, lack of tourist infrastructure as per world standards, high rate of taxation are some of the prime concerns of the tourism industry. It is high time that the Delhi Government along with the Department of Tourism, Archaeological Survey of India and the private sector take serious measures in tackling these problems and develop Delhi as a Destination. Issues that merit active consideration of the Government are as follows:

### 8.9.1 Taxation

The Central and the State Governments have been constantly taxing the tourism sector; be it luxury tax, expenditure tax, sales tax, airport tax or the enhanced visa fee. Central Government even introduced service tax for the tourism industry. It is necessary that state taxation on tourism should be prescribed only after carefully studying the extent and implications of the central taxation. The need is to

promote tourism and generate greater revenue for the state in the long run.

Delhi has been outpriced in international tourist market with high tariff of Indian hotels and even with higher taxes levied by the Government on tourism industry. The result is that tourist are overflying India as the rates offered by other countries in South East Asia (in the form of hotel price and tours) are much cheaper than in India.

Delhi receives over 60% of international visitors, the highest in the country. However, stay in Delhi is too expensive and tourists content themselves by using it as a gateway for visiting other cities.

The Tax Rationalisation Committee set up by the Ministry of Tourism, Government of India 1998 has also recommended that the overall tax rates in all the States be reduced and brought within 10 percent inclusive of all taxes. In India the total tax on hotels is as high as 40%. Rationalisation and harmonisation of the tax structure is therefore important. The overall revenue collection of the State will go up if taxes are reduced.

### 8.9.2 Marketing

The competitive tourism trade warrants a constant and consistent marketing of new and exclusive destinations, which include upgrading the existing ones. Aggressive marketing through electronic and print media and internet be given importance through professional agencies for best results. The following is suggested:-

- (a) Tourism Promotion Board should be established in Delhi headed by the Chief Minister with representatives of other trade and industry organizations dealing with tourism. Delhi Government's Tourism Department should have separate divisions for international and domestic marketing and sufficient funds should be allocated for their budget.
  - (b) As a conscious policy the Delhi Government should consolidate resources with the Government of India and neighboring states while developing the strategy for promoting Delhi as a tourist destination.
  - (c) Awareness should be created about the lesser-known sites in Delhi so that visitors are encouraged to extend their stay.
  - (d) A Data Base/Archive both celluloid and printed should be created on the available promotional material prepared by various

agencies on Delhi tourism which could be made available to tourists and tour operators.

(e) Rather than wasting efforts to start afresh for producing literature and films, videos etc., it would be practical to collate the existing literature and to use it for promotion.

## 8.9.3 Developing Delhi As A Tourist Destination

Travelers to Delhi get two cities for the price of one. 'Old' Delhi, the capital for Muslim India between the mid-17<sup>th</sup> and late 19<sup>th</sup> centuries, is replete with formidable mosques, monuments and forts. It is a lively area with colourful bazaars and narrow streets. In contrast, New Delhi, the imperial city created by the British Raj, is composed of spacious, tree-lined avenues and imposing government buildings.

For developing Delhi as a destination, the following is suggested:

- (i) A marketing campaign and a USP for Delhi should be developed as Kerala has developed by promoting Ayurveda and eco-tourism and by portraying it as 'God's Own Country'.
- (ii) Historical monuments which offer tourist attraction should be identified and publicised them through printed literature and electronic media by portraying their historical importance.

- tourism. Out of this Rs.3 crore is being spent on setting up an institute of hotel management. Funds available with the tourism department are insufficient to make concerted efforts to project Delhi as a Tourist destination. States like Kerala and Rajasthan have sufficiently large budgets for tourism development and promotion. Kerala has currently a budget of Rs.55 crores and Rajasthan Government has allocated Rs. 10 crores plus Rs.55 crores from NABARD. The budget for Tourism Department of Delhi should be enhanced.
  - Development Corporation Tourism and Transport Delhi (iv) (DTTDC) is currently unable to concentrate on its core activity i.e. "Developing tourism in Delhi", thus relegating tourism to the background. The Corporation should focus on developing new tourist centres, join hands with Archaeological Survey of India (ASI) for exploiting the tourist potential of existing monuments and organise more topical festivals. It is reported that currently 80% of its resources are spent on liquor sale, thus diverting it from its core activity. There is a need to create greater awareness regarding the existing projects of DTTDC such as Azad Hind Gram, Garden of Five Senses and other upcoming projects like

Mini India Heritage Complex among the tour operators and tourists.

(v) There is need to have single window clearance for tourism projects, under the Chairmanship of Secretary (Tourism), Delhi.

The other representatives may be from ASI, tourism related associations, MCD, DDA, Railway Board (Northern Zone), Finance, Industry, Pollution environment, and Transport departments.

### 8.9.4 Projecting Delhi through its History

Delhi boasts of a history of more than 1000 years through its monuments. However, concerted efforts need to be made to render this as a tourist product. Some possible examples for maximising the tourist potential of Delhi include:

a) Standard Delhi itineraries consists of a half-day Old Delhi tour and a half-day New Delhi tour. To make visitors extend their stay, Delhi's cultural heritage should be segmented into separately identifiable products such as, art tours, museum tours, lesser known monument tours, cuisine tours, temple tours, shopping tours, in-depth tours of particular monuments and so on. Once Delhi's products are identified, they should be promoted accordingly with vigour.

- b) Develop Delhi as a tale of 7 cities: the history of how Delhi was built seven times should be highlighted through brochures, CDs and its chronological order should be utilised for tourist itineraries.
- c) The Tughlakabad city should be protected and developed as a tourist site. Currently Tughalakabad Fort is totally neglected and there is no awareness regarding its tourist potential.
- d) Chandni Chowk as envisaged by the daughter of Mughal Emperor Shahjahan is not what it has become today. Beautiful, intricately carved facades of the buildings on the main centre road are withering away. There is utter confusion, congestion, traffic jams and pollution in this old bazaar and its famous historical Galis like Paronthawali, Dariba, billimaran, Kinari Bazaar and the others where business worth crores it transacted everyday. With Indian traditional food achieving popularity all over the world, such areas should be developed for tourism purposes where the tourists could be brought to taste the century old recipes. Efforts should be made to clean up the area, provide amenities and beautify the place.

- e) Haveli of Mirza Ghalib the place, where Ghalib lived is in a bad shape today. Under the High Court order, the respondents in the public interest litigation have been asked to ensure that the present set up is preserved in its original form. The Haveli needs to be given due attention by ASI and restored to its original ambience.
  - f) The glory of Purana Quila should be highlighted. The sound and light show being held at Purana Quila should be advertised in a better manner for attracting more tourists. Also, Purana Quila should be promoted as one of the prime tourist sites of Delhi.
  - The Red Fort, Shah Jahan's elegant citadel in red sandstone, is one of the prime tourist attractions of Delhi. The conducted tour of Red Fort currently being undertaken, does not project completely the various highlights of the life of the Emperors.

Visitors are not permitted to see the Hammam, or the royal baths at the north of the Diwani-i-khas, where even the floor is covered with embroidery in stone. There are water channels and fountains inside, which can be activated and sustained as an ongoing activity.

ASI and DTTDC may jointly invest to restore the different areas of the Red Fort and thereafter join hands to make this commercially exploitable, by charging a separate tariff for permission to enter this area.

# 8.9.5 Partnership between ASI and Delhi Government

Heritage gives us identify. Destruction of these would mean psychological alienation from our past. We have to preserve it for posterity, which is essential for a healthy and progressive nation. We should evolve policies and programmes for promoting partnerships between Archaeological Survey of India and Government of Delhi in the upkeep, management and marketing of monuments and museums.

# 8.9.6 Cleaner Area around Monuments

Most tourists to India, even those who otherwise feel ecstatic about the great country, would politely talk about the necessity of a cleaner ambience around the grand heritage products that we have. While most of our tourism products, unique in their own way, attract tourists in spite of the surroundings, it is possible that in course of time, such surroundings may be a deterrent factor. Appropriate maintenance and good upkeep of the vicinity of the monuments, can go a long way in conveying the sensitivity of the nation to its heritage and in

encouraging the tourists to enjoy them. Public-private partnership being the essence of future planning of tourism, private sector's professionalism can perhaps be utilised for this purpose.

Monuments should be identified as per the Master Plan and thereafter efforts should be initiated to improve the environment within a definite time period. Also identification of the Agency should be done along with allotment of funds before handing over for the monument maintenance purposes. Local communities and the private sector, who benefit from tourist flows, can be made to take pride in maintaining them. Signages need to be placed depicting the importance of the site. Landscaping should be done in the area to enhance beauty of the site. Adequate parking spaces should be created. Existing structures should be repaired. Mineral water and snacks should be made available near the sites. Sulabh experiment may be implemented for providing public conveniences.

# 8.9.7 Entrance Fee to Monuments

The recent hike in entrance fee to monuments has affected tourist trade severely. Foreign tourists, who made advance bookings, are critical of this sudden increase without prior notice. The ASI should have given adequate prior notice.

It is suggested that ASI may consider evolving a combined entrance ticket to all the monuments in Delhi valid for a fixed duration and which should be available at a discounted rate.

It is further suggested that the tickets to the monuments be presented in the form of souvenirs by printing the photograph of the monument on one side of the ticket.

National Museum and National Rail Museum should be promoted more significantly as tourist sites. This will ensure that the conducted tours are more attractive to tourists.

Dilli Haat, a project set up by DTTDC, offers a good place for recreation, where the visitors get a rich combination of Indian culture. Often disposable earthen cups, leaf plates and coconut shells are found to be scattered all around the stalls. Attention should be paid to ensure that the environment around the food stalls are clean and hygienic. Apart from Delhi Haat there should be more places of recreation in the capital where the visitors can enjoy the rich variety of Indian art, craft, culture and cuisine. At the site of State Government Emporia on Baba Kharak Sing Marg, New Delhi, there are open spaces between the Emporia. These can be converted into entertainment places with ethnic

craft and food stalls. At these venues Melas like the Surajkund Mela should be organised every year.

# 8.9.8 Need for a City Centre

Connaught Place has been declared as a protected area and all other structures are supposed to be preserved in their original shape to maintain the colonial character of Lutyen's Delhi.

However, there are not enough public facilities in the area.

Managing of the public conveniences can always be handed over to private parties to maintain the same who in turn can charge money from the people using these as is the practice in many foreign countries.

There should be proper signages indicating public facilities. The area should also be cleaned up of beggars and hawkers. Anyone found littering should be fined.

Buildings like Mohan Singh Place, Palika Bazaar, Chandralok Building, Super Bazaar etc. look shabby and no repairs or maintenance has been undertaken in these buildings ever since they were constructed. Revenue collected from the parking fee of Connaught Place, Palika parking and surrounding areas and the rent generated from Palika Bazaar, Mohan Singh Place, State Emporia buildings, Super Bazaar, Chandralok building etc. could be spent on the maintenance,

cleaning, and the painting of the city centre of our capital. There is need to maintain heritage on a regular basis by painting the structure regularly and also cleaning up the area.

# 8.9.9 Developing River Yamuna for Tourism

Many cities have grown adjacent to the river banks all over the world. Major cities such as London, Paris, Amsterdam, Venice, Budapest, Zurich etc. exist on riversides like Thames, Nile or the Rhine. We have Delhi on the banks of River Yamuna.

River banks of all these cities are a tourist's delight, rather tourism flourishes around these places. They have organised cruising through these rivers and being on the banks is an enjoyable activity. The banks of river Yamuna in Delhi have history, religion, tradition and culture. It is a place of pilgrimage importance. A lot of potential exists to develop tourism at the banks of Yamuna, which needs to be exploited DTDC may join the authorities to beautify or clean the fully. surroundings around the ghats and banks of Yamuna. Parts of the bank of river Yamuna can be developed into beautiful tourist spots with clean, green areas around it. With sufficient potential to develop religious tourism, enough attention needs to be given to clean up the ghats and banks of the river. For example, the Kudsia Ghat which is used for taking a dip on special occasions, needs to be kept clean and hygienic. Beggars make it difficult to reach the ghat thus harassing pilgrims. This should be checked.

#### 8.9.10 Delhi: The Garden City

Our planners provided Delhi, the gateway to India with beautiful parks and gardens, some of which were developed after independence such as, Buddha Jayanti Park on the Upper Ridge, Deer Park at Hauz Khas.

There are the famous Mughal Gardens at the Rashtrapati Bhawan (which opens from February to March every year) and the Nehru Park at Chanakyapuri and the Talkatora Gardens at Wellington Crescent. From history, we have the Roshanara Gardens and Lodi Gardens.

There is need to create awareness among the public to keep these parks neat and clean. The administration should ensure that they are well-maintained round the year. Depending on the budget, fountains should be set up and also wooden benches for the use of public and seasonal flowers and trees should also be planted in ample number.

#### 8.9.11 Delhi Ridge

Bird watchers can enjoy a rich variety of birdlife in Delhi, especially in the Ridge and the green areas surrounding the historic

monuments. The forests of Ridge harbour more than 100 species of birds, from peacocks to predators.

It is a matter of concern that 70 per cent of the Ridge is still under encroachments. Even though some encroachments have been removed, the land is still to be retrieved, and where land has been retrieved no greening has been done. Several parts of the central ridge are being used as garbage dumps. There is also cattle grazing in the area.

The Government should ensure that greening activity is initiated even if the land has not been fully retrieved from the encroachers. The land retrieved from encroachers should be fenced. Patrolling of the ridge should be launched to ensure that no new illegal construction or garbage dumps come up.

# 8.9.12 Need to Promote Adventure Tourism

Tourists, apart from cultural and historical attractions, also are on the look out for adventure tourism. In order to give them a complete package of various activities, there is need to develop adventure tourism. Currently, private sector is unable to get rented area for promoting adventure tourism, such as para gliding, bungee jumping and balloon riding. Land, on rented basis should be made available for the same. Delhi being the gateway to India needs to be nurtured &

maintained by all possible means. It is felt that if the suggestions given above are adopted by the Government, a new chapter would unfold in the tourism promotion of Delhi. The Delhi can show its might provided we care for it.

#### **CHAPTER IX**

# SURVEY OF FOREIGN TOURISTS - A REPORT

#### 9.1 INTRODUCTION

During the course of my study, I did an extensive survey of the foreign tourists arriving in India. A proforma was devised for the A copy of the proforma is enclosed in the end. purpose. information was collected from foreign tourists, staying in the selected The information was then analysed to arrive at some hotels. meaningful results. The information was gathered from 2126 tourists The information was gathered on various from 30 reputed hotels. aspects like their nationality, frequency of visits to India, duration of stay, pattern of travel, regions of visit, purpose of visit, motivating factor for visiting India, source of information which influenced them to visit India, and the evaluation of facilities like accommodation, sight seeing ,tourist attractions, guide service, shopping facilities, domestic airlines, airports, road transport, railways, visa and immigration requirements by various foreign tourists. The information was gathered for the period from October, 1999 to December, 2000.

The findings of the survey are given below by way of various tables.

## 9.2 TOURIST ARRIVAL FROM VARIOUS COUNTRIES

The countrywise breakup of 2126 tourists surveyed is given below. It was seen that maximum number of tourists arrived from U.K. followed by USA, Germany and France. A very small number of tourists came from Oman and U.A.E.

Country of	Number of
Nationality	Tourists
Australia	74
Canada	47
Germany	166
France	124
Italy	94
Japan	100
Malaysia	11
Netherlands	54
Oman	1
Singapore	26
Spain	26
Sweden	37
Switzerland	38
Thailand	8
U.A.E.	7
U.K.	610
U.S.A.	336
Others	367
Total =	2126

# 9.3 FREQUENCY OF VISITS

About 44.9 per cent of the tourists were repeat visitors and of these 32.6 per cent had visited India at least twice in the past.

The percentage distribution of tourists by number of previous visits is as given below:-

Previous visits	Number	% of the Total
0	1171	55.1
1	262	12.3
2	175	8.2
3	107	5.0
4	73	3.5
5	102	4.8
6	236	11.1
TOTAL =	2126	100.0

This clearly shows the popularity of India, its culture, its heritage and its charisma with the foreigners. Having 44.9% repeat visitors is a very encouraging figure which can be further enhanced if we use our tourist promotion potential to the maximum. This shows that our country has the potential to attract visitors. The need of the hour is to make tourism as one of our biggest assets.

A further analysis of repeat visitors was done based on the nationality of the tourists and the number of previous visits. It was seen that a large number of tourists were coming with as many as six repeat visits. The number of repeat visitors were the highest in the case of U.K. followed by U.S.A.

The country-wise details are as given below:-
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Country of Nationality	Number of tourists with previous visits  1 2 3 4 5 6 Total												
	1	2	6	Total									
Australia	10	2	4	3	6	16	41						
Canada	5	6	3	0	0	6	20						
Germany	18	12	13	8	11	18	80						
France	15	15	7	7	7	22	73						
Italy	13	8	5	5	2	17	50						
Japan	14	20	6	7	7	8	62						
Malaysia	2	0	0	1	1	1	5						
Netherlands	6	4	2	0	2	2	16						
Oman	0	0	0	0	0	0	0						
Singapore	4	1	1	1_	4	5	16						
Spain	3	1	2	0	0	0	6						
Sweden	4	2	0	4	2	6	18						
Switzerland	3	4	2	0	0	7	16						
Thailand	1	0	0	0	3	0	4						
UAE	1	1	0	0	1	2	5						
U.K	76	50	23	20	21	55	245						
U.S.A	41	26	17	7	10	34	135						
Others	46	23	22	10	25	37	163						
TOTAL	262	175	107	73	102	236	955						

Out of 2126 tourists, 955 were repeat visitors out of which as many as 236 tourists (i.e. 11.1%) were visiting India for the seventh time.

## 9.4 DURATION OF STAY

A survey was also made about the duration of stay of the foreign tourists in India. Since the number of days were varying for different tourists, the average duration of stay was calculated by dividing the

total number of days spent in India, by all the tourists belonging to that country.

The average intended duration of stay as revealed by the survey was 23.3 days. The highest average duration of Stay (38.9 days) was in the case of German tourists and the lowest (5.0 days) was in the case of Oman tourists. The country-wise details were as follows:

<b>Country of</b>	Number of	Number	Average duration
Nationality	Tourists	of Days	of Stay (days)
Australia	74	1209	16.3
Canada	47	841	17.9
Germany	166	6450	38.9
France	124	1837	14.8
Italy	94	1486	15.8
Japan	100	1507	15.1
Malaysia	11	65	5.9
Netherlands	54	1781	33.0
Oman	1	5	5.0
Singapore	26	223	8.6
Spain	26	419	16.1
Sweden	37	1239	33.5
Switzerland	38	247	6.5
Thailand	8	49	6.1
U.A.E.	7	103	14.7
U.K.	610	10277	16.8
U.S.A.	336	10856	32.3
Others	367	10937	29.8
Total =	2126	49531	23.3

It is encouraging to note that in 94% of the cases the stay was for more than 15 days and in 45% of the cases the stay was for more than 30 days.

#### 9.5 PATTERN OF TRAVEL

The tourists were also requested to give information as to whether they were visiting India in combination with other countries or they were visiting India exclusively. It was amazing to know that 1374 out of 2126 tourists were visiting India exclusively i.e. about 65% of the visitors chose India exclusively as their destination of choice. This shows the special interest tourists have for India.

About 35.4 per cent of tourists visited India in combination with other countries in the Asian region. The highest percentage (52.4%) of such tourists were from USA (52.4%) followed by Sweden (51.4%) and Australia (48.6%). The lowest percentage was in respect of Oman & UAE (14.3%). The country-wise details are given below:-

Country of Nationality	Visiting India Only	Visiting India with other countries	Percentage of combined visitors
Australia	38	36	48.6
Canada	26	21	44.7
Germany	109	57	34.3
France	81	43	34.7
Italy	64	30	31.9
Japan	70	30	30.0
Malaysia	9	2	18.2
Netherlands	30	24	44.4
Oman	1.	0	0.0
Singapore	20	6	23.1
Spain	22	4	15.4
Sweden	18	19	51.4
Switzerland	21	17	44.7
Thailand	5.	3	37.5
UAE	6		14.3
U.K.	478	132	21.6
U.S.A.	160	176	52.4
Others	216	151	41.1
TOTAL =	1374	752	35.4

A further analysis was done to find out the neighbouring countries which were combined alongwith a visit to India. It was seen that the major countries which were combined were Nepal, Thailand, Hongkong and Singapore. The maximum number of tourists combined Nepal (33%) followed by Thailand, Hongkong and Singapore. The details are given below:-

Number	r of Touri	sts visiti	ing India in	combinatio	n with
Country of Nationality	Nepal	Hong kong	Singapore	Thailand	Others
Australia	2	10	2	9	13
Canada	9	3	2	1	6
Germany	10	10	7	11	19
France	18	2	3	3	17
Italy	14	3	3	1	9
Japan	4	5	5	10	6
Malaysia	1	0	0	0	1
Netherlands	13	3	3	2	3
Oman	0	0	0	0	0
Singapore	0	0		0	6
Spain	3	1	0	0	0
Sweden	12	3	1	2	1
Switzerland	8	2	2	2	3
Thailand	1	1	0	1	0
UAE	0	0	0	0	1
U.K.	37	11	17	12	55
U.S.A.	64	22	20	28	42
Others	53	15	22	15	46
TOTAL =	249	91	87	97	228

## 9.6 REGIONS OF VISIT

India is a large country with a lot of diversity. It has places of interest all over the country. For the purpose of convenience and

further analysis, these are divided into four regions, namely, Northern, Southern, Eastern and Western. The tourists were requested to inform the region they intended to visit during their stay in India.

The survey revealed that the 2126 tourists generated 4081 visits in the four regions of the country. Of these, 49.5% of the visits were in the Northern region followed by 28.9% in the Western Region and 17.6% in the Southern region. The least explored region was the eastern region (4%).

I	Number of to	urists visiti	ng each re	gion	
Country of	Northern	Southern	Eastern	Western	Total
Nationality				w 2	
Australia	90	42	10	51	193
Canada	72	14	5	39	130
Germany	131	54	14	80	279
France	112	45	11	44	212
Italy	91	27	11	46	175
Japan	52	23	6	38	119
Malaysia	2	5	1	3	11
Netherlands	66	7	4	27	104
Oman	0	0	0	1	1
Singapore	18	10	0	11	39
Spain	46	3	0	10	59
Sweden	50	13	3	18	84
Switzerland	40	27	7	21	95
Thailand	3	5	0	4	12
U.A.E.	0	0	0	4	4
U.K.	584	201	45	417	1247
U.S.A.	338	138	18	176	670
Others	325	104	29	189	647
Total	2020	718	164	1179	4081
(%)	(49.5)	(17.6)	(4.0)	(28.9)	(100.0)

This advocates the need for having special tourism packages for eastern and North-Eastern region. These regions have a lot of potential to attract tourists but remain unexplored due to various reasons like insurgency and poor communication..

#### 9.7 PURPOSE OF VISIT

The tourists were categorised as business travellers and non-business travellers depending upon whether they came to India in connection with official visits related to either Government or business purposes or they came for a pleasure trip and for meeting their friends and relatives.

An analysis of the purpose of visit of the tourists revealed that about 54.5% visited India in connection with their business. This finding needs to be considered in light of the fact that most of the respondents were those staying in metropolitan hotel. The non-business tourists mostly stay in lower level hotels and hence this figure is low. In another survey done by an independent agency, it was found that about 90% of the visitors visited India primarily for sight seeing purposes. Most of these tourists stay in small hotels and hence the analysis of this survey seem to be biased. The nationality wise details are given on the next page.

No. of tourists by purpose of visit									
Country of Nationality	Business	Non-Business	Total						
Australia	44	30	74						
Canada	21	26	47						
Germany	106	60	166						
France	80	44	124						
Italy	62	32	94						
Japan	83	17	100						
Malaysia	10	1	11						
Netherlands	33	21	54						
Oman	1	0	1						
Singapore	20	6	26						
Spain	13	13	26						
Sweden	21	16	37						
Switzerland	13	25	38						
Thailand	6	2	8						
U.A.E.	2	5	7						
U.K.	217	393	610						
U.S.A.	195	141	336						
Others	232	135	367						
Total	1159	967	2126						

The non-business tourists were further analysed to find out the motivation which prompted them to visit India. They were requested to give information on nine factors which motivated them to visit India. These nine motivating factors included cultural attractions, wild life, adventure sports, beaches, hill resorts, shopping, conference and convention, general interest and for meeting friends and relatives. The distribution according to various motivational factors is given on the next page.

<b>Totivations</b>	Shopping   Conference   General   Friends   Total	& interest	Convention	3 7 8 7 52	5 2 6 4 55	3 2 12 8 125	5 2 9 9 82	3 4 7 4 61	2 0 5 1 23	$\begin{array}{c ccccccccccccccccccccccccccccccccccc$	3 3 5 2 31	0 0 0 0 0	L 0 0 0 0 0 L	$\begin{bmatrix} 2 & 0 & 2 & 1 & 24 \end{bmatrix}$	3 3 37	6 1 10 2 59	$\begin{array}{cccccccccccccccccccccccccccccccccccc$	1 1 2 1 13	69 23 210 31 1031	18 9 57 28 292	20 4 39 16 228	144 58 377 117 2126	$(6.8) \qquad (2.7) \qquad (17.7) \qquad (5.5)  (100.0)$
y Motivations	Shopping	ts		2 3	5 5	4	4 5	2 3	1 2	0 0	0 3	0 0	0 0	0	3 3	5 6	0   1	1	29 69	11 18	6 20	73 144	$(3.4) \qquad (6.8)$
Number of Tourists by Motivations	Beaches Hill	Resorts		4	9	8	8	8	0	0	2	0	0	0	5	7			198	13	21	282	(13.3)
Numb	Wild Adventure	fe Sports		3 1	3 2	12 1	9 3	8	2 0	1 0	2 0	0 0	1	2 4	3 2	5 2	0 0	2	112 27	33 7	21 8	219 60	(10.3) (2.8)
	Cultural	Attractions   Life		17	22	75	33	24	12		14	0	5	13	14	21	<b>1</b>	3	332	116	93	962	(37.5)
	Country of	Nationality		Australia	Canada	Germany	France	Italy	Japan	Malaysia	Netherlands	Oman	Singapore	Spain	Sweden	Switzerland	Thailand	UAE	U.K.	U.S.A	Others	TOTAL =	

The adventure sports could attract only 2.8% of the tourists. This can be improved since India is a land with many faces ranging from mighty Himalayas, gorgeous rivers and deep oceans.

#### 9.8 SOURCE OF INFORMATION

The tourists were further requested to inform the source through which they gathered information about India which in turn inspired them to visit this great country. It was seen that in majority of the cases, the information about India was obtained from friends and relatives followed by general books, travel guides, travel agents/tour operators. It was very disappointing to know that the Indian Tourism offices abroad had contributed to the minimum number of tourists.

This shows the poor performance of government agencies in promoting tourism. It is the private guides, travel agents and tour operators who are presently contributing immensely in promoting tourism in India.

A table giving the number of tourists reporting different sources of information which influenced them to visit India is given on the next page.

				Different Sources of Information	Poront S	Ourress (	of Informa	ıtion		
		of Iou	rists Ke	porting Du	Troval	General	Friends &	Travel	India	Others
	Television	Advt Daily/	Advt. Travel	Shows and		Books	Relatives	agents/ Tour		
Nationality		Jany,	Lournal	Exhibition				Operators	abroad	
		magazme	30411141	~	11	11	14	11	4	32
Australia	) •	- (	2 3	3	9	9	13	5	3	12
Canada	<b>†</b>	7 .	1/1	, ,	22	29	20	8	9	48
Germany	6	71	01	- V	22	18	20	14	3	25
France	8		0		77	1 4	18	10	8	21
Italy	5	4	0	<b>1</b> C	13	101	15	7	2	22
Japan	2	6	7	7 7	CIC		2	0	0	3
Malaysia		0	-	4 0	7 0	1/1	17	3		16
Netherland	5	4	5	7 0	8 0	<b>+ -</b>		2	0	
Oman	0	0		) <del>-</del>		7 7	4	0	_	∞
Singapore	3	4			7	9	6	4	3	9
Spain		2		7		1	4	8	0	10
Sweden	0	7		7 0			13		2	3
Switzerland	d 3	3			1		0	0	0	
Thailand	0	0		1 0			2	0	0	1
UAE	0	0				F	14	160	35	151
U.K.	38				1			33	6	88
U.S.A	12		1	12				33	13	106
Others	23			-			445	309	90	553
TOTAL	115		162 170	141	1					

The data was further analysed to see the impact of various medias/agencies on promotion of tourism in India. Various sources of information were categorised in the following manner.

Visual Media - Television, Travel Shows & Exhibition.

Print Media - Advertisements in Magazines, Journals,
Travel Guides, General Books.

Personal Media - Friends & Relatives, Travel Agents/Tour Operators.

Office Media - India Offices Abroad.

The number of tourists responding to various medias is given below:-

Media	No. of tourists	Percentage of
		tourists
Visual Media	256	9
Print Media	1033	39
Personal Media	754	29
Office Media	90	3
Others	553	20
TOTAL =	2686	100

It was seen that maximum contribution was made by Print Media (39%) followed by Personal Media (29%). The least informative were Indian Offices Abroad.

# 9.9 EVALUATION OF TOURIST FACILITIES IN INDIA

Finally, the tourists were requested to rate the various tourist facilities available in India. Ten facilities were chosen on which information was sought. These included accommodation, sight seeing, tourist attractions, guide services, shopping facilities, domestic airlines, airports, road transport, railways and visa, immigration etc.

Tourists evaluated the facilities like accommodation, sight seeing, guide services, tourist attraction and shopping facilities generally as very good. 71% of the tourists rated our accommodation facilities as very good, about 70% of the tourists rated sight seeing points as very good, 65% of the tourists rated our tourists attractions as very good and 69% rated our guide services as very good. However, facilities like domestic airlines and airports were generally graded as poor or average.

About 67% of the tourists rated our visa and immigration services as average or poor. About 69% of the tourists rated our railways as average or poor and 67% rated our road transport as average or poor. This calls for an urgent attention on these aspects which would help a great deal in promotion of tourism in India.

The classification of various facilities by the tourists are given in the following table:-

<b>Tourist Facilities</b>	Very Good	Average	Poor	Total
Accommodation	880	301	55	1236
% to the total	71.2	24.4	4.4	100.0
Sight Seeing	676	243	41	960
% to the total	70.4	25.3	4.3	100.0
	40.4			
Tourist Attractions	494	298	54	756
% to the total	65.3	27.5	7.1	100.0
Guide Services	491	170	47	708
	69.4		1	
% to the total	09.4	24.0	6.6	100.0
Shopping Facilities	483	362	124	969
% to the total	49.8	37.4	12.8	100.0
70 to the total	49.0	37.4	12.0	100.0
Domestic airlines	296	351	163	810
% to the total	36.5	43.3	20.1	100.0
Airports	292	530	356	1178
% to the total	24.8	45.0	30.2	100.0
Road Transport	308	366	248	922
% to the total	33.4	39.7	26.9	100.0
			100	416
Railways	131	162	123	416
% to the total	31.5	38.9	29.6	100.0
	210	260	274	961
Visa, Immigration	318	369 38.4	28.5	100.0
etc.	33.1	30.4	20.5	100.0
% to the total			L	L

More than one third of the tourists graded our airports, domestic airlines, road transport and railways as average or poor. This clearly

underlines the need for improving over road, rail and air transport system.

Accommodation seemed to be our major strength as India now boasts of some of the best hotels in the world. The sight seeing was another major attraction which was rated very good by more than 70% of the tourists.

#### 9.10 CONCULUSION DRAWN FROM THE SURVEY

Based on the above survey, it can be safely concluded that India is a country which has tremendous potential to attract tourists in view of its rich culture, heritage and scenic beauty etc. which encourages the tourists to visit India not only once but again and again. Our eastern region is especially, full of picturesque landscapes and natural beauty but still only 4% of the tourists visited this area. This may be partly due to insurgency in these areas and the poor means of communication which is keeping the tourists away. Man made factors shooing away the tourists from natural beauty should be taken seriously by the tourism promoting agencies.

One of the possible ways to promote tourism in North-Eastern States can be as follows. As per the instructions of the Central Government, ten percent of the grant of all departments are allocated

for North Eastern Region. If any of the departments is not able to spend 10% of its grant in a particular year, the balance out of the 10% grant is accumulated in a fund called "Non Lapsable Funds". Thus over years a large amount of fund is accumulated under the head "Nonlapsable Funds" which is to be used only for the development of North Eastern Region. It is proposed that special schemes should be launched by the government using these funds for promotion of tourism in North Eastern region which will also help in development of these areas which is the desired motive of central as well as State Governments.

Apart from business travellers, more emphasis should be laid on tapping the non-business tourists, who come here mainly for India's cultural attractions. India should be projected as a land of rich culture and heritage through all sources like television, magazines, books, journals and travel shows. Tourism offices abroad, which at present are showing dismal performance need to have phenomenal upgradation. They should keep abreast of the latest information which helps in promoting tourism in India. They should widely advertise Indian tourism abroad which was precisely the function for which they were established. Targets should be fixed by the Govt. of India for all tourist offices and their performance should be evaluated every year. If a particular tourist office evolves some innovative way of attracting

foreign tourists, it should be widely published in the form of "Best Practices Paper" to enable others to draw inspiration and emulate them.

Lastly, our services, especially road, rail and air transport need major overhauling in order to attract tourists. The inconvenience caused to the tourists due to poor transport system serves as major deterrant for attracting the tourists. The law and order problems like riots, insurgency and terrorist activities also make the tourists insecure and hence hinders their visit to India. Kashmir is a burning example of this. It used to be a paradise on earth once upon a time and is now struggling to even keep its existence due to terrorist activities. Other factors affecting tourism are touts, beggars and poor sanitation. Although these look like minor problems, they are big enough to influence the tourists adversely.

In spite of the above factors, there is tremendous potential in India for promoting tourism. India has a rich architectural legacy dating to an ancient past. Timeless monuments, magnificent temples and breath taking sites never cease to lure the travellers to its prestigious monuments and natural wonders. Sixteen cultural and five natural sites of India have already been declared as the World Heritage Sites by the General Conference of UNESCO. These sites are known to have an exceptional interest and universal values. What is required

is proper planning and right steps at the right time which will boost Indian tourism to great heights.

#### **CHAPTER-X**

#### SUMMARY AND CONCLUSION

#### 10.1 AN OVER VIEW

According to a study undertaken by the World Travel and Tourism Council (WTTC) for India, while Rs.10 lakh spent on agriculture creates 45 jobs and on manufacturing 13 jobs, the same amount spent on the hotel and tourism industry generates 80 jobs. The visit of one foreign tourist provides employment to one person, while 17 domestic tourists generate one job in the country. The travel and tourism sector's contribution to the Gross Domestic Product (GDP) could be doubled to 10 per cent in 20 years if the Government puts tourism development in the forefront of the national agenda.

With 2.60 million foreign tourist arrivals bringing in foreign exchange receipts of approximately Rs. 14,000 crores, tourism is the second largest net foreign exchange earner in the country. The international tourist arrivals & foreign exchange earnings through tourism in India for the last six years is given on the next page.

Tourist arrival and foreign exchange earnings.

Year	Number of Arrival	Foreign Exchange Earnings (in US \$ bn)
1995	2,123,683	2.76
1996	2,287,860	2.96
1997	2,374,094	3.15
1998	2,358,629	2.94
1999	2,481,928	3.04
2000	2,650,000	3.22

Source: Ministry of Tourism and HVS International estimates.

As per the World Tourism Organisation (WTO) Report, the South Asia region is projected to grow in the future at a rate of 6.1 per cent, which is higher than the rate of growth for the world as a whole. However, it still leaves South Asia's present share at 0.7 per cent only and that of India's at a meager 0.4 percent of the total world arrival's – a very low share considering India's great potentials. As other nations have made greater progress, in the global scenario, India's ranking as a tourist destination needs to be upgraded significantly.

This is only possible if tourism is accorded its appropriate status at the policy level in terms of its potential to generate employment and earn foreign exchange.

India currently accounts for only 0.4 percent of the global tourist traffic. If India could bring its travel and tourism sector at par with the average performance in other countries by the year 2020, the country can have a total GDP contribution of over Rs.8,500 billion.

A look at the profile of tourists visiting India (given below) shows that 91.8 percent of tourist arrivals in India are with the purpose of holiday and sightseeing. With the vast reservoir of cultural heritage that our country boasts of, it is this segment of tourists which requires attention for improving India's ranking in tourism.

Tourist Arrivals according to purpose of Visit

Purpose of Visit	Tourist arrivals (1999) (in percentage)
Holiday & Sight- seeing	91.8
Business	5.0
Conference	0.2
Study	0.1
Visiting Friends and Relatives	2.1
Others	0.8

Source: Market Research Division, Department of Tourism, GOI.

# 10.2 TOURISM DEVELOPMENT IN STATES

India is one of the oldest civilizations with a kaleidoscopic variety and rich cultural heritage. With her spectacularly towering Himalayas, historical capital city of Delhi, intriguing Ladakh, astonishingly beautiful Kashmir, Garhwal and Himachal Pradesh, deserts of Rajasthan, the cool heights of Darjeeling and Sikkim, the wild life of Sunderbans, the beaches of Goa, resplendently beautiful Taj Mahal and temples of south and natural backwaters of Kerala, tourism is being promoted by different state governments to attract both domestic and foreign tourists.

Promotion of tourism in the states is most desirable because of its highest employment creation impact. For every Rs.10 lakh invested in tourism, 47.5 jobs are created directly and 89 jobs are created in the tourism sub-sector of hotels and restaurants as against 12.6 in manufacturing and 44.6 in agriculture. Domestic tourism is more predominant compared to international tourism and serves the purpose of leisure, business travel, pilgrimage and better health.

The role of State Governments to promote tourism is most significant because it is a 'State Subject' and as such they can create conducive environment and develop infrastructure for expansion of

tourism. This includes roads, communication, development of destinations and a conducive policy environment.

Tourism is a multi-dimensional activity and its future growth will depend largely on the coordination among the key players – the Central Government, the State Government and the private sector. The private sector will have to play a greater role in the development of tourism infrastructure. The future of Indian tourism scenario will depend largely on the partnership between the public and the private sector. There is need to develop a mechanism for coordinating the individual activities of organisations dealing with tourism and the Government agencies for concerted efforts in developing tourism.

We will now discuss the ways to improve upon various factors influencing tourism.

## 10.3 AIRPORTS

With globalization we have to gear up to receive more international and domestic visitors. Lack of facilities at the airports in India affects the Brand Equity of India. It is expected that once the process of liberalization is fully set in, by the year 2005, business and leisure visitors coming to India shall increase substantially touching a figure of about 4 million international visitors annually.

Airports handled 39 million passengers during 1990-00. This was five per cent higher than the traffic handled in 1998-99. Domestic traffic at 25.7 million accounted for 66 per cent of the total traffic.

In view of the importance of the airports, both in terms of number of passengers received and export-import of cargo, it is high time the Ministries of Civil Aviation and Tourism, Airports Authority, Delhi government and the private sector take cognizance of how it affects the brand equity of India.

There is an urgent need to develop a vision for modernizing the airports keeping in mind the developments taking place worldwide, which are user-friendly and are aesthetically designed. This would require investment of large funds by the Government or the alternative could be privatization of the airports. With regard to privatization, focus should be on the systemic changes required. Issues relating to privatization should be segmented and a decision to privatize should be based upon feasible options. In order to modernize the airports keeping in view the modern day requirements, it would be appropriate if a professional agency is hired to study the airport system and give advice on airport development.

# 10.3.1 Airport Infrastructure for Passenger Facilitation

There is congestion at major airports in India due to limited terminal and apron capacity, bunching of flights, procedural delay in passenger clearances etc. In this light, the following issues need to be tackled instantaneously:

- The international departure terminals are overcrowded, signages are of poor quality, number of security machines are few as compared to the requirement and facilities for checking-in, immigration, customs and security clearance are totally inadequate. It is, therefore suggested that enlargement of facilities and reducing procedural hassles, shall be taking on priority basis.
- Public announcement system at the terminals needs to be drastically improved. This should be done in a professional manner.
- Information to passengers should be provided by having big screen television sets.

#### 10.3.2 Developing Airport Tourism

Often overlooked is the tourism potential for business travellers in transit at airports for more than three hours (apart from duty-free

shopping). Some hub airports are beginning to offer one hour sight seeing packages so structured that travellers either remain in-transit or have expedited customs and immigration clearance. By offering travellers an opportunity to see a bit of the country around the airport, they may be encouraged to return for a planned stay.

Developing and transition economies can work with their airports to make an inventory of the activities available to business travellers. Gaps to be addressed may include business centres with Internet access, exercise facilities, day rest rooms, extended shopping options and short tours.

To increase revenues – 60% to 70% (an international norm) of airport earnings should be earned from non-aeronautical services. These services include restaurants, duty free shops, hotels, etc.

## 10.3.3 Improving Recreation at Airports

The duty free shops at the Singapore and Kuala Lumpur airports are famous for the latest in local handicrafts and jewellery. Passengers coming to these airports or while in transit may not always want to buy imported items. They are able to take home ethnic goods.

The Airports Authorities may consider setting up branches of the Central Cottage Industries Emporium, displaying good quality products of all the different states of the country. The quality of items sold and service of the staff deployed should convey good quality products and efficient services to international visitors. Many countries have duty free shops in the city too where foreign tourists can buy goods at leisure, as they might not have enough time to shop at the airport. This can be tried in India too.

## 10.3.4 Transit Facility

Many passengers transit through India without seeing our facilities due to want of a satisfactory transit lounge at the airport. Airports like Hongkong, Kualalumpur, Singapore, Bangkok, Amsterdam and London derive almost 25 to 40 per cent revenue from commercial activities including transit shopping. Our airports are deprived of this benefit. We can explore this area.

# 10.3.5 Faster Clearance through Immigration and Customs

While there has been substantial improvement in the process of immigration and customs clearance, in view of the expected increase in passenger traffic, it would be pertinent to make it more expeditious and automated.

A lot of time is wasted when immigration officers change shifts. Most of the counters at that time are left unattended and the arriving passangers have to wait unnecessarily for a very long time. This should be avoided.

To ease out congestion at the immigration there should be more counters.

## 10.3.6 Security Clearance

Foreign visitors find hand frisking extremely embarrassing and it is a fact that most of the airports have minimum frisking by hand. It is suggested that hand frisking be minimized and machines be used, as is the practice at most airports.

## 10.3.7 Conveyor Belts

Frequent baggage belts breakdowns cause extreme harassment and delays for passengers. Technological advancement worldwide has significantly improved systems which need to be adopted.

## 10.3.8 Improving Quality of Trolleys

We should have bigger trolleys with brakes for the passengers to move their baggage. The present trolleys are very difficult to control and manage.

## 10.3.9 Welcoming and Receiving Tourists

Tour Operators as well as individuals visit the airport to receive clients or friends. This often leads to miscommunication and confusion between the receiver and visitors, resulting in inconvenience of passengers. There should be a separate area earmarked for tour operators to receive tourists.

## 10.3.10 Parking Facilities

Both at domestic and international terminals private parking is very distant. Park and drive facilities by eco-friendly buses should be introduced to mitigate this problem. Due to security reasons, travellers at times have to walk a long distance to board taxis, buses and coaches which create problems in rainy and during summer season. The Airports Authority should ensure better facilities and the portico at the airports should be covered.

## 10.3.11 Other Issues Requiring Attention at the Airports

- Provision of good medical infrastructure.
- Lounges are accessible only beyond immigration, which starts only 3 1/2 hours before flight departure. No other lounge is available for first/business class passengers arriving before that.
- General hygiene of the airport needs to be improved.

- In order to avoid heavy congestion at the airport, it is suggested that scheduling of flights be spread of uniformity. This will also reduce the pressure on the airport staff.
- Booking facilitation counter and Cyber Café should be provided in the international Airports for providing on the spot Hotel and Transport Bookings.
- Proper lights should be provided on roads from International and
   Domestic Airports to the city.
- Bird hits occur as a result of existence of garbage near the airport.

  Also, the entry of stray animals and peacocks at the runways is a major problem. The Airports Authority should control the entry of animals.

#### 10.4 RAILWAYS

London, New York, Japan and other developed countries have large, neat and clean, well maintained railway stations with all sorts of shops and even designers' boutiques and good cafeterias.

On the other hand our Railway Stations most commonly used by tourists have dirty platforms, unhygienic eating places and lack amenities. While there is a need for better supervision of the cleanliness and maintenance of the stations at the same time the passengers also need to develop some civic sense. In order to improve

rail connectivity and facilitation at the stations the following suggestions are submitted.

- The Government should consider high speed rail links so as to reduce the passenger's surface transport time for commuting to and from the airports. Connectivity to the airport through railway lines is a must for the convenience of passengers e.g. Delhi Airport should be connected to important places such as, Jaipur, Agra and Chandigarh through rail network.
  - Modernization of the railway stations is required and the facilities added on should be operational.
  - Adjacent to many Railway lines slum-dwellers use the railway tracks since there are no toilets for their use. It is embarrassing when foreign tourists are exposed to such sights while travelling in the prestigious trains. The Government should look into this problem and land should be made available to these people for setting up homes along with basic facilities in an effort to rehabilitate them.
  - The Railway authorities can consider imposing discipline through levy of a fine on littering the platforms and supervise the same strictly. The quality of dust bins and their cleanliness needs to be

looked into. The foodstuff being sold by vendors should be of good quality. The railway authorities already have the power to cancel the contract of defaulting vendors, which needs to be enforced.

#### 10.5 TRAFFIC AND TRANSPORT

The constant increase in number of vehicles and the subsequent pressure on roads has put tremendous strain on Traffic. Also, transporters are faced with large number of procedural problems and high rates of taxation. The following is suggested for better transportation facilities to improve tourism.

#### 10.5.1 Transport Tax

- a) Transport Department of State Governments should only register tourist vehicles as per Government of India norms. Tourist coaches inspection should be as defined in the Motor Vehicles Act and by no other agency. At present, the quality of tourist vehicles is far from the desired norms of comfort and safety.
- A Committee of State Transport and Tourism Secretaries of north Indian states should be constituted for considering rationalisation of road tax on tourist vehicles to promote regional movement and create a common market.

- c) The rates of passenger tax and tourist taxi permits should be moderate particularly for inter-state tourist vehicles.
- d) Border taxes and toll taxes, render the tourist transport expensive, which is a hindrance for providing good quality coaches as the cost of transportation is high. These should be rationalized.
- e) Dealing with State Transport Offices is difficult, as even obtaining a simple permit encourages corruption. The procedures should be therefore simplified and made transparent.
- f) The Transport Department should issue a Clearance Certificate in respect of tourist vehicles which should be displayed on the front wind screen by the Tourist Operator.

#### 10.5.2 Taxis and Autorickshaws

a) The prepaid booths that have been set up at different locations for both autorickshaws and taxis to facilitate the passengers have failed to achieve the objective of providing reasonable fares to commuters. The police personnel manning these booths, fail to convince the drivers to honour prepaid slips. The result is that the passengers carrying these slips have to wait endlessly to avail the facility. Many times the passengers are off-loaded once out of sight of the traffic police. Immediate corrective action should be taken in this regard.

b) Electronic meter deadline should be strictly imposed and not postponed under threat of agitation.

#### 10.5.3 Traffic

Very often cows cause traffic jams on the roads and nobody is there to clear them. The traffic police needs to take up this issue with concerned authorities which is important both for commuters' safety as well as safety of the animals.

Citizens should familiarise themselves with the traffic laws so as to understand what exactly constitutes their violation. This should be made mandatory before the RTO issues driving license to them. In foreign countries a written examination on traffic rules needs to be passed before a driving test can be undertaken.

Instituting traffic sense among school children can also prove to be beneficial.

## 10.6 Security and Safety

Security and safety constitute (about 74 per cent) a major factor of a tourist's preference to visit a country. Tourists invariably face problems at railway stations, highways and at sites of monuments. The introduction of smart tourist police, with working knowledge of English

would go a long way not only in protecting the interests of tourists but also in creating a positive image of India abroad.

## 10.6.1 Touts and Beggars

The moment the tourists, particularly foreign tourists set out of railway station or the International airports they are besieged by touts who try to rob the tourists of their cash and belongings. Sometimes taxi and scooter drivers are also part of such gangs.

In some areas these touts call their shops tourist Information Centres to convince the tourists and give their operations a big image. Such travel shops have no recognition from the Tourism Ministry.

Beggars harass the tourists at traffic signals by tapping on the windows of the vehicles and touch them to force them to give money. Their numbers have significantly increased in the last few years and it is an organised activity.

In the light of the above, the following is suggested:-

a) A special Tourism Police Force should be created which will provide travellers security in the destinations they prefer to visit. There is need to enact the Touting Law to help the Tourism Police to control the manace.

- b) No travel shop without recognition of the Tourism Ministry should be allowed to function as information centre.
- c) Local Police along with Social Welfare Department may consider providing vocational training to the beggars.

#### 10.7 CLEANLINESS AND HYGIENE

With substantial increase in population. India is fast becoming an open slum with garbage strewn around, even in well developed colonies and shopping centres. Shopping is an important activity generated through tourism. While India can boast of large number of shopping areas and complexes, there is no conscious effort to maintain them.

The Government should take effective steps to clean and maintain the area. Clearance of garbage from dustbins should be undertaken in a routine manner and there should be provision and maintenance of toilets.

There are large number of garbage dumps, where after the removal of garbage a lot of dirt is thrown around in the process of picking it up. Also, the garbage is removed during peak traffic hours and while filling up the trucks, garbage gets scattered around. This aspect needs to be dealt with carefully.

#### 10.8 ACCOMMODATION

Tourism should not be limited to five star culture, and more guest houses should be opened to accommodate budget travellers.

There are a large number of guest houses in India, most of them do so without any license.

There is an urgent and imperative need to streamline the licensing rules and regulations of the guest houses.

The following suggestions may be considered to facilitate setting up of hotels:

- Development zones for hotels and other tourism establishments should be identified and single window clearance of projects in such zones, shall be ensured.
- The availability of land for expansion of hotel rooms may be ensured by initiating the following steps:
  - Make available more plots for hotel projects on easy terms.
  - Allow higher floor area ratio for the construction of hotels and expansion of existing hotels.
  - Rationalise stamp duty and rescind capital gains tax in the case of hotel projects.
  - Take land conversions easy and charges reasonable.

## 10.9 Human Resource Development

Considering the large amount of foreign tourists visiting the state, there is an imperative need to provide a comfortable feeling to them through courteous behaviour, provision of proper information and cordial atmosphere. Human resource development for tourism thus becomes an important aspect for consideration. The following is suggested for improving the quality of service being provided to tourists:

- a) Establish proper institutional mechanisms for training and retraining of personnel at all points of tourist contact particularly immigration officials, porters, taxi drivers, guides etc. with a view to enhance their knowledge, skills and attitudes.
- b) They should be aware of rules and regulations applicable to visitors, have courteous manners and appropriate dress code. Basic grooming lessons, information update, conversing knowledge of English and important foreign languages should form aspects of training.
- c) There is need to regulate the mushroom growth of training institutes in tourism and introduce quality certification for training.

- d) Restrict the validity of guide licenses to two years and revalidate them only after successful completion of refresher courses.
- e) Land be provided to private agencies/NGOs for setting up

  Hotel Management and Food Craft Institutes.
- f) Human resource management at the airports in terms of air traffic controllers and allied manpower such as immigration, customs and others for optimum utilization of manpower is extremely important.
- g) Utilize new technological instruments like video tapes,

  CD-ROMS etc, for training of service providers in tourism.
- h) Utilise new technological instruments like video tapes,

  CD-ROMS, etc. for training of service providers in tourism.

## 10.10 FORECASTING TOURIST ARRIVALS

The tourist arrivals in coming years should be forecasted using various statistical tools. The trend extrapolation method using an exponential curve proved to be the best method to forecast tourist arrivals. Proper planning and management of tourism promotion should be done based on the arrival forecast rather than doing it in an adhoc manner.

#### 10.11 e-TOURISM

The Internet and developments in Information Communication Technologies (ICIs) have revolutionized the entire business world. Tourism suppliers, destinations & tourists themselves have all been influenced by it. The time has come to develop e-tourism. The e-Marketer report has suggested that the online travel industry is likely to be worth US \$ 12.4 billion this year (2001), and is predicted to reach an estimated value of US \$ 25.2 billion by 2003. The online travel industry is information intensive. People can easily conduct research on fares, timetables, tour offers, hotel availability and destination holidays over the Web. This requires continuous updation of our websites. We need to make our websites more attractive & information intensive to attract more and more visitors.

Moreover, the trends in tourism industry would generate enormous demand for graduates with combined skills of tourism and ecommerce. Technology and Tourism are two fastest growing sectors in the global economy. Any person possessing combination of both the skills will make a very desirable employee. There will be a great evidence of demand for such a combination. It is, therefore, suggested that our universities should start Bachelor's & Master's level courses in e-Tourism which should include modules on e-Planning, e-

Management, e-Marketing, e-Commerce and e-Procurement. It should broadly cover three main areas – Business Management Marketing, Tourism-Travel-Hospitability, and Information Communication Technologies.

#### 10.12 PRIVATE PARTICIPATION

The Government of India is now promoting private participation in tourism industry. The new tourism policy will open the flood gates to private sector investment in the tourism sector. A step in this direction has already been taken by the Government by deciding to privatize eight ITDC hotels by the year 2001 and by handing over the maintenance of Taj Mahal to Taj Group of Hotels. It is assumed that private participation will help the fund starved tourism industry in achieving great heights. It is, therefore, suggested that more and more ways & means should be explored to encourage private participation in tourism industry.

#### 10.13 NIGHT TOURISM

Night tourism is a relatively new concept which is catching the fancy of the tourists. A beginning has been made recently by the Archeological Survey of India by opening the Humayun's Tomb in the night. The illuminated tomb is one of the most beautiful sights in Delhi at night. This was basically done to attract foreign tourists as the

concept of night tourism is popular abroad. This is a good concept and is bound to pick up as the word spreads. Similar plans were also thought of for viewing Taj in the night, specially on full moon nights. This could not, however, be implemented due to security reasons. It is suggested that the concept of night tourism should be promoted in India in view of the beautiful monuments possessed by India which unveil India's history before the entire world.

## **PROFORMA**

Collection of information from foreign tourists visiting India.

Dear Visitor,

Welcome to India, the land of great heritage, rich culture and exotic scenic beauty. I am collecting some information for a research study. I shall be grateful if you kindly spare some of your valuable time to fill in this proforma. This will help us in improving the services being provided to you & future visitors. I promise to keep the information strictly confidential.

#### (ANOOP MITTAL)

1.	Name (optional)	:	
2.	Nationality	•	
3.	Place of stay in India	•	
4.	No. of previous visits to India	•	
5.	Duration of stay in India	:	
6.	Whether traveling India exclusively or in combination with other countries		
7.	If traveling in combination with our countries, the names of these countries		
8.	The region of visit in India (Northern/Southern/Eastern/Western)		
9.	Purpose of travel (Business/Non-business)		

10.	Motivation to visit India,	:	
	Please choose from the		
	following list :-		
	- Cultural attractions		
	- Wild life		
	- Adventure sports		
	- Beaches		
	- Hill Resorts		
	- Shopping		
	- Conference &		
	Convention		
	- General interest		
	- Meeting friends &		
	relatives		
	- Others (please specify)		
11.	Source from which you	:	
	came to know about India.		
	Please choose from the		
	following list:-		
	- Television		
	- Advertisement in		
	Dailies/ Magazines		
	- Advertisement in Travel		
	Trade Journals		
	- Travel trade shows &		
	Exhibitions		
	- Travel guides		
	- General books		
	- Friends & relatives		
	- Travel agents/Tour		
	operators		
	- Offices of Deptt. of		
	Tourism, Govt. of India		
	- Others (please specify)		
12.	How do you rate the tourist	•	
12.	facilities in India with		
	Idollicios III IIIdaa		
	regard to:-		
	- Accommodation		
	- Sight seeing		
	- Tourist attractions		
	- Guide services		흥명이 발맞으로 하면서 되었는데 이다.
	- Shopping facilities		
	- Domestic airlines		
	- Airports		

	<ul><li>Road transport</li><li>Railways</li><li>Travel Agents/ Tour operators</li></ul>		
	- Visa, Immigration etc. (please specify whether very good/ average/ poor)		
13.	Difficulty faced during your stay in India	•	
14.	Any other information you want to mention	•	

Thank you for co-operation.

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